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# Automotive News

Detroit, January 28, 1980

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## Pontiac grooms mid-engine, 2-seat commuter

By Jim Plegue
Staff Writer

Pontiac apparently is charging ahead with plans to introduce a fiberglass two-seat commuter car using a mid-mounted X-car engine in mid-1983, countering a recent report that the project had been scuttled by top management.

The sporty high-mileage car would likely be the first of its kind produced by a U. S. auto maker. Ford Motor Co. is developing a similar type of urban vehicle based on its 1981 front-drive Escort range, according to an insider. Although tentatively planned for a 1985 introduction, the Ford commuter could be pushed ahead if GM enters the market earlier, the source added.

Prototypes for the Pontiac commuter were viewed by a select group of Pontiac dealers early last month and, according to sources, won rave reviews. General Motors management reportedly will evaluate the car within several months.

Although the project may not yet have corporate approval, one source said that General Motors management recently pumped $8 million into the commuter-car development budget.

The car will ride on a wheelbase of about 90

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## Chrysler takes its best shot to jack up sales

By Joseph Bohn
Marketing Editor

Chrysler Corp. is launching an unprecedented marketing effort, beginning Jan. 31, which could pump up consumer confidence and sales — or create some pretty costly headaches.

At any rate, it's Chrysler's best shot to move a sluggish market and improve penetration.

The program has all the earmarks of a limited-time, special-merchandising effort, similar to rebates and other Chrysler programs of the past.

Chrysler Chairman Lee A. Iacocca, in making the announcement, gave no cutoff date. Industry sources say the company has budgeted for it at least through April and could run all or parts of it through the end of the model year. Perhaps indefinitely, if it works out.

Significantly, it's being offered through "participating dealers" only. Chrysler still has to get its dealers to sign participation agreements. It would like all to go along, but is looking for at least the majority to do so.

The four-part program has already been touted with "confidence ads," another in the series of ongoing full-page newspaper ads that Chrysler has been running since last year.

New TV spots, newspaper and magazine ads will be run on a saturation schedule nationally, starting Jan. 31, according to Iacocca.

• The Chrysler four-part program includes: A 30-day or 1,000-mile money-back guarantee on new cars or trucks purchased; a $50 test-drive offer to people who buy either a Chrysler or directly competitive make; no-charge scheduled maintenance service for two years or 24,000 miles on domestic and 12-months or 12,000 miles on imported vehicles and a two-

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### Sleeker RX-7

**Changes front, rear and atop**

The Mazda RX-7 Targa by Petty Engineering, La Mirada, Calif., features a reinforced chassis with custom seats and interior and a stowaway top. Available as options are a frontend air dam and a whale-tail spoiler.

## Hearings on MPG bring disagreement on changes in law

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Government and industry spokesmen, in testimony on proposed changes in the fuel economy law, found they could agree totally on only one of the several pending changes—the one to allow a three-year period for carryforward and carryback of credits to avoid paying fines for missing a CAFE standard.

But on other matters—providing an exemption for low-volume makers or making changes to allow American Motors to include Renaults before they reach the necessary content or to allow Volkswagen of America to increase its American content and include Audis and Porsches in its CAFE — there was disagreement.

General Motors and Ford Motor Co. opposed "special" legislation on grounds of inequity and Chrysler Corp. said it would also—unless it would be included and allowed to bring in both Mitsubishi cars and light trucks and count them both in its CAFEs. GM and Ford opposed exempting low-volume makers from fuel-economy standards but Chrysler did not.

On the other hand, the UAW supported all the proposals and asked for something extra. The union suggested, as it had earlier, that police cars and ambulances should be excluded from CAFE standards (as they are from the gas guzzler tax), especially since Chrysler's share of these vehicles is proportionately high.

The UAW supported both the VWoA and AMC proposals because they would increase em-

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**Strict rules of evidence knock out prosecution documents**

## Rulings bolster Ford in Pinto trial

By Roger Rowland
Engineering Editor

WINAMAC, Ind. — The rules of the game have kicked the legal legs out from under Indiana as it prosecutes Ford Motor Co. on three counts of reckless homicide in the Pinto case.

Three rulings by Circuit Judge Harold Staffeldt have combined to weaken drastically the prosecution and knock weeks off the trial's length.

The most severe blow was made to the heart of the case — documentary evidence — and it came early.

Terrence Kiely, a DePaul University law professor and volunteer in the prosecution's cause, tried to introduce a sheaf of documents. The data included a covering letter to Lee Iacocca, former Ford president, from Howard Dugoff, former NHTSA deputy administrator.

The state expected that initial determination of a defect letter would show the highest levels of Ford management knew of Pinto fire hazards long before the car was recalled for fire prevention fixes.

Almost abruptly, the word "purported" came into use at the defense table. The letter's signature became a "purported" signature. Material and dates became purported, and the prosecution group was stunned and in disarray.

It became obvious that Judge Staffeldt planned to abide by the strictest interpretations of rules of criminal case evidence.

For example, just the fact that Ford produces a document from its files in response to a subpena does not prove the authenticity of the document.

Prosecutor Michael Cosentino is a man who moves quickly to brief periods of anger. He strode from the courtroom as the impact of the judge's rulings hit home. Later he said documents were the core of Indiana's case, which had become a shambles.

Indiana financially cannot afford to bring witnesses here from their Ford job sites around the world. The jury of seven men and five women heard none of the arguments over admitting evidence.

Corporations, even in a criminal case such as this one, have no fifth amendment right against self-incrimination. Judge Staffeldt told Automotive News the rules of evidence are to be even more strictly enforced in a case involving a corporation than an individual. He said anything less than strictness could open the doors to fraud.

He also said the trial will be much shorter than the two months expected earlier.

Ford lawyers have succeeded in what the prosecution calls "sanitizing" the case. They also have been allowed to tell the jury of the bad driving record of Robert Duggar, 22, driver of the van that rear-ended the gold '73 Pinto 18 months ago.

The sanitizing involves keeping the jury from hearing any flesh-bone-and-blood details of the deaths of three teen girls when their Pinto was hit by a 1972 Chevrolet van, decorated with a picture of a train on a trestle.

The court is attempting to keep the jury from hearing things that might arouse passion or prejudice. Also, any gory de-

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## breaking news

### Applying the heat at Pinto trial

WINAMAC, Ind. — In the Pinto reckless-homicide trial here, a self-styled automotive safety expert felt the heat of examination by James Neal, Ford Motor Co. attorney. Neal tried to convince the judge and jury that Byron Bloch is not qualified to testify on fuel-tank safety. Neal exposed Bloch's poor academic record, lack of auto-related job experience, and firings from jobs. In several cases, judges have denied Bloch the right to testify as an expert on fuel tanks.

### Chrysler aide joins McCurry at Mid-Atlantic

DETROIT. — Is there an exodus of Chrysler Corp. executives to Toyota? Rick A. Lepley has joined Mid-Atlantic Toyota Distributors, Inc., Glen Burnie, Md., as manager of dealer development. He had been Los Angeles zone sales manager for Chrysler-Plymouth. A former Chrysler executive, Robert B. McCurry, is executive vice president and chief operating officer of Mid-Atlantic. There are reports that other Chrysler executives are considering a move to Mid-Atlantic.

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# Month's registrations slide; total is lowest since 1975

By Richard A. Wright
Assistant Managing Editor

New-car registrations slumped in November, falling to their lowest level for the month since the recession year of 1975, according to figures compiled by R. L. Polk & Co.

New-car registrations in the U. S. in November totaled 724,989, down 12.18 percent from 825,525 a year earlier. November registrations were down even more sharply — 18.24 percent—from the October total of 886,778.

The November total was all the more dismal for the domestic makers because import registrations again set a monthly record. The import total of 166,960 in November outdistanced the previous record for the month of 139,945 in 1978 by 19.30 percent.

The domestic total of 558,029 in November was off 18.60 percent from 685,580 a year earlier.

New-car registrations in the first 11 months of 1979 totaled 9,503,592, down 4.94 percent from 9,997,568 in 1978.

• For the second consecutive month, American Motors was the only corporate maker to increase its market share compared with a year earlier, taking 2.04 percent of total new-car registrations, up 0.78 of a percentage point.

General Motors accounted for 47.76 percent of the November total, down 2.52 points, while Ford Motor Co. fell 2.10 points to 19.86 percent and Chrysler dipped 2.25 points to 7.27 percent.

The big winner, again, was the import segment, which accounted for 23.03 percent of the November market, up a whopping 6.08 points from a year earlier. Miscellaneous domestic nameplates accounted for 0.04 percent, up 0.01 of a point.

Excluding imports, domestic-

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## TOP CARS

U. S. new-car registrations for the first 11 months of 1979. Registrations not available for Oklahoma, delayed for Hawaii.

| 1979 Pos. | | Make | 1978 | Pos. |
|---|---|---|---|---|
| 1— | 1,939,817 | Chevrolet | 2,092,343 | — 1 |
| 2— | 1,347,639 | Ford | 1,618,440 | — 2 |
| 3— | 857,174 | Olds. | 878,295 | — 3 |
| 4— | 715,888 | Pontiac | 778,862 | — 4 |
| 5— | 626,411 | Buick | 695,885 | — 5 |
| 6— | 459,467 | Mercury | 508,672 | — 6 |
| 7— | 423,790 | Toyota | 399,985 | — 7 |
| 8— | 401,555 | Datsun | 311,475 | —10 |
| 9— | 344,230 | Dodge | 395,651 | — 8 |
| 10— | 307,190 | Honda | 238,232 | —13 |
| 11— | 303,029 | Plymouth | 368,064 | — 9 |
| 12— | 278,500 | Cadillac | 299,164 | —11 |
| 13— | 265,527 | VW | 215,904 | —14 |
| 14— | 227,766 | Chrysler | 265,363 | —12 |
| 15— | 140,766 | AMC | 145,643 | —16 |
| 16— | 130,367 | Mazda | 63,465 | —19 |
| 17— | 116,071 | Lincoln | 159,589 | —15 |
| 18— | 88,538 | Subaru | 71,737 | —17 |
| 19— | 71,005 | Fiesta | 70,519 | —18 |
| 20— | 56,049 | Colt | 41,471 | —22 |
| 21— | 54,204 | Fiat | 53,094 | —20 |
| 22— | 49,497 | Volvo | 43,959 | —21 |
| | 294,872 | Other Imports | 277,880 | |
| | 4,240 | Misc. Dom. | 3,876 | |
| | | Total All Makes | | |
| | 9,503,592 | | 9,997,568 | |

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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## NEW-CAR MARKET SHARES IN U. S.

| | NOVEMBER | | | | | 11 MONTHS | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Regis., Nov., 1979 | Percent Share of Market | Regis., Nov., 1978 | Percent Share of Market | Pct. Pt. Change '79 vs. '78 | Regis., 11 mos., 1979 | Percent Share of Market | Regis., 11 mos., 1978 | Percent Share of Market | Pct. Pt. Change '79 vs. '78 |
| Chevrolet | 150,803 | 20.80 | 181,493 | 21.98 | — 1.18 | 1,939,817 | 20.41 | 2,092,343 | 20.93 | — 0.52 |
| Ford | 100,594 | 13.88 | 122,864 | 14.88 | — 1.00 | 1,347,639 | 14.18 | 1,618,440 | 16.19 | — 2.01 |
| Oldsmobile | 65,964 | 9.10 | 76,377 | 9.25 | — 0.15 | 857,174 | 9.02 | 878,295 | 8.79 | + 0.23 |
| Pontiac | 52,558 | 7.25 | 68,175 | 8.26 | — 1.01 | 715,888 | 7.53 | 778,862 | 7.79 | — 0.26 |
| Buick | 51,161 | 7.05 | 60,012 | 7.27 | — 0.22 | 626,411 | 6.59 | 695,885 | 6.96 | — 0.37 |
| Mercury | 32,574 | 4.49 | 41,469 | 5.03 | — 0.54 | 459,467 | 4.84 | 508,672 | 5.09 | — 0.25 |
| Dodge | 25,797 | 3.56 | 29,053 | 3.52 | + 0.04 | 278,500 | 2.93 | 299,164 | 2.99 | — 0.06 |
| Cadillac | 19,569 | 2.70 | 30,406 | 3.68 | — 0.98 | 344,230 | 3.62 | 395,651 | 3.96 | — 0.34 |
| Plymouth | 17,473 | 2.41 | 25,778 | 3.12 | — 0.71 | 303,029 | 3.19 | 368,064 | 3.68 | — 0.49 |
| Chrysler | 15,637 | 2.16 | 22,406 | 2.72 | — 0.56 | 227,766 | 2.40 | 265,363 | 2.65 | — 0.25 |
| AMC | 14,786 | 2.04 | 10,369 | 1.26 | + 0.78 | 140,766 | 1.48 | 145,643 | 1.46 | + 0.02 |
| Lincoln | 10,839 | 1.49 | 16,913 | 2.05 | — 0.56 | 116,071 | 1.22 | 159,589 | 1.59 | — 0.37 |
| GENERAL MOTORS | 346,283 | 47.76 | 415,110 | 50.28 | — 2.52 | 4,417,790 | 46.48 | 4,744,649 | 47.46 | — 0.98 |
| FORD MOTOR CO. | 144,007 | 19.86 | 181,246 | 21.96 | — 2.10 | 1,923,177 | 20.24 | 1,618,446 | 22.87 | — 2.63 |
| CHRYSLER CORP. | 52,679 | 9.44 | 78,590 | 11.46 | — 2.25 | 875,025 | 9.21 | 1,029,078 | 10.29 | — 1.08 |
| AMERICAN MOTORS | 14,786 | 2.04 | 10,369 | 1.26 | + 0.78 | 140,766 | 1.48 | 145,643 | 1.46 | + 0.02 |
| IMPORTS | 166,960 | 23.03 | 139,945 | 16.95 | + 6.08 | 2,142,594 | 22.55 | 1,787,721 | 17.88 | + 4.67 |
| MISCELLANEOUS | 274 | 0.04 | 265 | 0.03 | + 0.01 | 4,240 | 0.04 | 3,876 | 0.04 | |
| TOTAL | 724,989 | | 825,525 | | | 9,503,592 | | 9,997,568 | | |

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma, delayed for Hawaii.

# truck watch

By Jack Walsh
Truck & RV Editor

Until last spring's critical fuel problems, vans and 4x4 vehicles were the hottest segments of the light-truck market, and the industry was having a tough time keeping up with the demand.

These products did well in the first quarter, but once long gas lines began to form and gas prices skyrocketed, many consumers quickly lost their interest in vehicles with lower fuel efficiency.

The downturn for vans and 4x4s started late in March and continued throughout the year. And the outlook for any sizable increases in the first half of 1980 is not bright.

Vans, which owed their fantastic growth in the 1970s to the RV boom and to young people who turned to them as status symbols after the demise of muscle cars, suffered the biggest losses in sales in 1979.

Over the 12-month span, van sales dropped 31.2 percent below the alltime high achieved in 1978. Sales were down from approximately 869,980 units to 598,112, with all van manufacturers taking their lumps.

• Van totals include the window vehicles, or wagons, which were registered as cars, as well as the commercial vans. In 1980, the window vans will be included in truck sales and registrations.

The slump in RV sales was hardest on Chrysler, which had been the industry's No. 1 supplier of vans, van cab and chassis and motor-home chassis throughout the 1970s. Its van deliveries plunged 44.7 percent during the year, from a record 297,187 units to 164,442.

Chrysler still has a hefty inventory of cab-and-chassis units (on which mini motor homes are installed) and Class A motor-home chassis, and has not

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# truck industry news

**November total down 21 pct.**

## Registrations slump after one-month rally

The rally in new truck registrations in October was merely a flash in the pan. The November count, like those in six of the last seven months, trailed that for the comparable year-earlier month.

In November, according to R. L. Polk & Co., statistics, 247,939 new trucks of all types were registered in the U. S., a decline of 21 percent from the record 313,958 tallied in the same month in 1978.

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October registrations of 313,461 units set an alltime high for the month, and were 2.8 percent higher than the previous year's 304,904, the former October record.

Registrations for the 11-month period totaled 3,202,752 units, a decrease of 11.1 percent from the record 3,602,709 vehicles tallied in the comparable period in 1978.

Both light and medium trucks were down from the 1978 totals for the 11 months and November. The heavies were up significantly for the January-November period, but off slightly for the month.

Through November, light trucks were down 12.7 percent from the record levels of 1978, with all of the losses coming after a record first quarter. The 11-month total was 2,867,062, compared with 3,282,345 in 1978.

Group 1 registrations, however, were 13.3 percent higher than the previous year, 1,169,507 versus 1,032,473. Group 2 was down from 2,202,524 in 1978 to 1,658,682, a drop of 24.7 percent. There were 38,873 Group

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## Nov. registrations of heavy trucks decline slightly

Registrations of new heavy trucks were down slightly in November, marking only the second month in 1979 that the total was not higher than the comparable year-earlier count.

R. L. Polk & Co. reported that 14,868 Groups 7 and 8 trucks were registered during the month, one-half of one percent below the 14,940 tallied in the same month in 1978, or 72 units.

The 11-month total, however, was up 13.3 percent over the count for the comparable year-earlier period. In the January-November period, a record 195,794 units were registered, compared with the year-earlier 172,836, the previous 11-month high.

Group 7 registrations during November were up from 3,212

Continued on Page 9, Col. 1

### U. S. TRUCK REGISTRATIONS

Based on R. L. Polk & Co. statistical report

**11 MONTHS 1979 VS. 1978★**

| | 11 mos., 1979 | Percent Share of '79 Market | 11 mos., 1978 | Percent Share of '78 Market | Pct. Pt. Change '79 vs. '78 |
|---|---|---|---|---|---|
| Ford | 1,033,588 | 32.27 | 1,198,035 | 33.25 | — 0.98 |
| Chevrolet | 1,002,047 | 31.29 | 1,158,208 | 32.15 | — 0.86 |
| Dodge | 332,453 | 10.38 | 423,275 | 11.75 | — 1.37 |
| GMC | 261,523 | 8.17 | 300,609 | 8.34 | — 0.17 |
| Jeep | 132,424 | 4.13 | 145,741 | 4.05 | + 0.08 |
| International | 108,301 | 3.38 | 106,232 | 2.95 | + 0.43 |
| Mack | 26,934 | 0.84 | 25,313 | 0.70 | + 0.14 |
| Plymouth* | 18,121 | 0.57 | 6,388 | 0.18 | + 0.39 |
| Kenworth | 13,560 | 0.42 | 13,152 | 0.36 | + 0.06 |
| Freightliner | 12,137 | 0.38 | 10,608 | 0.29 | + 0.09 |
| White | 8,353 | 0.26 | 9,234 | 0.26 | ..... |
| Peterbilt | 7,965 | 0.25 | 8,621 | 0.24 | + 0.01 |
| Autocar | 1,998 | 0.06 | 1,673 | 0.05 | + 0.01 |
| Western Star | 1,034 | 0.03 | 682 | 0.02 | + 0.01 |
| Brockway | 2 | ..... | 37 | ..... | ..... |
| Miscellaneous** | 242,312 | 7.57 | 194,901 | 5.41 | + 2.16 |
| TOTALS | 3,202,752 | 100.00 | 3,602,709 | 100.00 | ..... |

★—No registrations for Oklahoma, 1979 and 1978; July-November, 1979.
*—Plymouth trucks are 4x4 Trail Duster utility vehicle and Arrow pickup.
**—Miscellaneous includes imports, Diamond Reo, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

### U. S. HEAVY DUTY REGISTRATIONS

Based on R. L. Polk & Co. statistical report

**11 MONTHS 1979 VS. 1978★**

| | 11 mos., 1979 | Percent Share of '79 Market | 11 mos., 1978 | Percent Share of '78 Market | Pct. Pt. Change '79 vs. '78 |
|---|---|---|---|---|---|
| International | 61,401 | 31.36 | 45,511 | 26.33 | + 5.03 |
| Ford | 34,306 | 17.52 | 33,402 | 19.33 | — 1.81 |
| Mack | 26,934 | 13.76 | 25,313 | 14.65 | — 0.89 |
| GMC | 18,670 | 9.53 | 16,660 | 9.64 | — 0.11 |
| Kenworth | 13,560 | 6.92 | 13,152 | 7.61 | — 0.69 |
| Freightliner | 12,137 | 6.20 | 10,608 | 6.14 | + 0.06 |
| White | 8,353 | 4.27 | 9,234 | 5.35 | — 1.08 |
| Peterbilt | 7,965 | 4.07 | 8,621 | 4.99 | — 0.92 |
| Chevrolet | 5,795 | 2.96 | 5,117 | 2.96 | ..... |
| Autocar | 1,998 | 1.02 | 1,673 | 0.97 | + 0.05 |
| Western Star | 1,034 | 0.53 | 682 | 0.40 | + 0.13 |
| Brockway | 2 | ..... | 37 | ..... | ..... |
| Miscellaneous | 3,639 | 1.86 | 2,826 | 1.63 | + 0.23 |
| TOTAL | 195,794 | 100.00 | 172,836 | 100.00 | ..... |

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1979 and 1978; Hawaii, July-November, 1979.

**Capolongo named general manager of new group**

# Ford centralizes its truck operations

By Jack Walsh
Truck Editor

DEARBORN. — Ford Motor Co. has expanded its truck organization to bring big and light-truck planning, engineering and manufacturing, heavy-truck sales and assembly operations under one roof.

The new group—Truck Operations—will have total responsibility for the company's truck business in North America, according to Philip Caldwell, Ford Motor president.

James A. Capolongo, a Ford Motor vice president, will be general manager of the new group. He headed the previous engineering and planning group known as Truck and Recreation Products Operations.

Caldwell said the heavy-truck sales and marketing activity and the Kentucky Truck Plant, the company's major heavy-truck assembly facility, will be transferred to Truck Operations.

Heavy-truck sales and marketing had previously been the responsibility of Ford Division. The Kentucky Truck Plant, on the outskirts of Louisville, was part of the Automotive Assembly Division.

Ford Division will continue to have responsibility for light-truck sales and marketing through its 5,600 dealers. Truck Operations will control the same activities for medium and heavy trucks through the company's 276 heavy-truck outlets.

• "The growth and expansion of the truck business in the 1970s and the outlook for continued growth in the 1980s dictated the need to integrate key truck activities into a single organization," said Caldwell, who was the company's first Truck Operations general manager more than a dozen years ago.

"Truck sales leadership for seven years of the past decade is a tribute to Ford Division's dealers," he added. "By centralizing truck activities, we expect to solidify past gains and improve the opportunities for future growth."

Key executives in the heavy-truck operations include Edward T. Mabley, product-development manager; Carl G. Roth, manufacturing operations manager, and Alan R. Krueger, sales and marketing manager.

James D. Whyte, assistant manager of the Kentucky Truck Plant, replaces Roth as manager.

Caldwell said Truck Operations also will have major responsibility for the coordination of planning, engineering, manufacturing and marketing of light trucks—pickups, Bronco sports/utility vehicles, Econoline vans and Club Wagons.

J. Carver Wood has been named manager of a light-truck business and marketing planning office, which has been established to co-ordinate product development at Truck Operations and marketing activities of Ford Division.

Departments in Wood's office include business planning, forward marketing plans and light-truck and recreation products sales.

Light-truck engineering and planning have been combined in a newly created light-truck product - development office, with Edward E. Hagenlocker as manager.

A new light-truck manufacturing programs office also has been formed to co-ordinate light-truck body and assembly, power-train and chassis manufacturing programs.

## Nov. registrations of heavy trucks deline slightly

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in 1978 to 3,230, while Group 8 tallies were down slightly, from 11,728 units to 11,638.

Over the 11-month span, there were significant increases in the count for both groups.

The Group 7 total through November was 43,431 units, a gain of 25.3 percent over the year-earlier 34,657. The Group 8 count was 10.3 percent higher than the previous year, 152,363 versus 138,179. The 1979 totals for both groups were alltime highs.

In November, No. 1 International increased its lead over runnerup Ford by 2,389 units, boosting its 11-month margin to 27,095 units. Through November, International had 61,401 registrations, compared with Ford's 34,306.

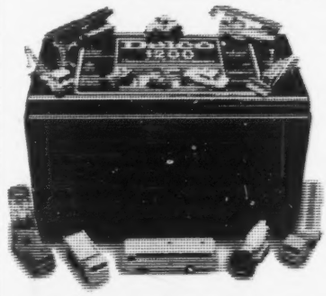
International's share of total industry registrations in the January-November period was up 5.03 percentage points over the previous year, from 26.33 percent on 45,511 tallies to 31.36 percent on 61,401.

### New home for Wilson

BRANFORD, Conn. — Wilson Ford, marking its 40th anniversary, has moved into new and larger sales and service facilities. Les Findell is president of the dealership.


# WIDESPREAD CURRENT USAGE.

Not that many years ago, Delco Remy redefined the words "starting power." By introducing the maintenance-free battery. The never-add-water Delco Freedom Battery.




Today, Delco Remy technology has produced Freedom for boats, construction equipment, tractors, trucks, cars. You name it, Delco Freedoms can likely help start it.

A success story. By any definition.

Delco Remy

The leader under the hood

# How we can help ease you into a computer. Or stop short, as the case may be.

Frankly, we wouldn't want to trade places with you right now. There are just too many things wrong with the market.

But what can you do?

Same two things you've always done when the crunch has come: Work harder. And work smarter.

We don't have to tell you about working harder. You wouldn't have survived this far if you didn't.

Ah, but working smarter: there, we can help.

Because if you're at all typical, your main emphasis is on sales and customer service. And if your agency is at all typical, its structure reflects your interests.

Sales, first.

Service, second.

Parts, third.

And, of course, the business office.

With you in the middle.

Here, we'll show you what we mean.

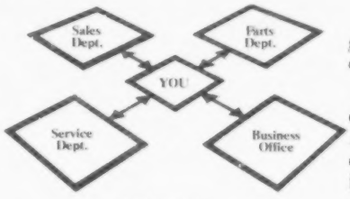



DIAGRAM 1

*The traditional dealership structure. It got you where you are. And we can help you run it.*

Diagram 1 shows the typical dealership. With you right in the center. Which, most times, is as it should be.

Trouble is, that also puts you right in the *middle*. That's a painful place to be because every little problem seems to pass that way.

One answer—the usual answer—is to give the individual department some computing help: accounting control, sales merchandising, inventory control, lease management, and the like.

We can help you with all of that, starting from basic inventory control, growing with you as your needs grow. You're free of the nitty-gritty, left with more time to manage. And sell.

As we said, that's the usual good answer. And more than sufficient for the small dealer.

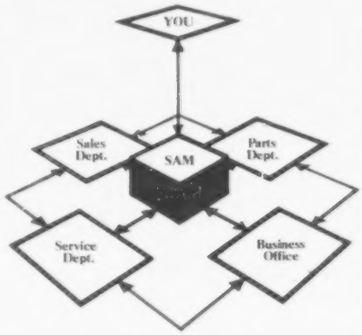



DIAGRAM 2

*The integrated dealership. It will get you where you're going. And we can help you get there.*

But look at Diagram 2. Some dealerships already work this way. And for many, perhaps you, it's definitely due for serious, immediate consideration.

*It's an integrated computer system:* SAM, by name. SAM is the logical outgrowth of all the help we've been providing dealers in the past. And our way of insuring that you can continue to grow in the future.

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SAM establishes a single strong link among all departments. So that the real impact of every sale, every service transaction, is felt throughout the system.

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## NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

11 MONTHS, 1979 VS. 1978★

| | | Group 1 6,000 pounds and less | Group 2 6,001-10,000 | Group 3 10,001-14,000 | Group 4 14,001-16,000 | Group 5 16,001-19,500 | Group 6 19,501-26,000 | Group 7 26,001-33,000 | Group 8 33,001 and over | Make Totals |
|---|---|---|---|---|---|---|---|---|---|---|
| AUTOCAR | **Nov., '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **174** | **174** |
| | Nov., '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 167 | 167 |
| | **Year to Date '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **1,998** | **1,998** |
| | Year to Date '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 1,673 | 1,673 |
| BROCKWAY | **Nov., '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| | Nov., '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 1 | 1 |
| | **Year to Date '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **2** | **2** |
| | Year to Date '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 37 | 37 |
| CHEVROLET | **Nov., '79** | **30,858** | **41,515** | **32** | ..... | **151** | **2,746** | **52** | **364** | **75,718** |
| | Nov., '78 | 38,104 | 62,131 | ..... | ..... | 127 | 2,498 | 179 | 356 | 103,395 |
| | **Year to Date '79** | **410,015** | **547,598** | **4,932** | ..... | **1,613** | **32,094** | **1,105** | **4,690** | **1,002,047** |
| | Year to Date '78 | 388,033 | 732,521 | ..... | ..... | 1,661 | 30,876 | 1,449 | 3,668 | 1,158,208 |
| (Memo Units) # | **Nov., '79** | **14,675** | **11,701** | ..... | ..... | ..... | ..... | ..... | ..... | **26,376** |
| | Nov., '78 | 15,729 | 17,813 | ..... | ..... | ..... | ..... | ..... | ..... | 33,542 |
| | **Year to Date '79** | **188,984** | **160,419** | ..... | ..... | ..... | ..... | ..... | ..... | **349,403** |
| | Year to Date '78 | 158,012 | 190,811 | ..... | ..... | ..... | ..... | ..... | ..... | 348,823 |
| DIAMOND REO | **Nov., '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| | Nov., '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| | **Year to Date '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| | Year to Date '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| DODGE | **Nov., '79** | **6,259** | **12,658** | **315** | **49** | ..... | ..... | ..... | ..... | **19,281** |
| | Nov., '78 | 5,264 | 22,211 | 5,972 | 1,324 | 3 | 7 | ..... | ..... | 34,781 |
| | **Year to Date '79** | **99,481** | **195,523** | **32,524** | **4,925** | ..... | ..... | ..... | ..... | **332,453** |
| | Year to Date '78 | 66,894 | 297,520 | 45,170 | 13,386 | 83 | 206 | 16 | ..... | 423,275 |
| (Memo Units) # | **Nov., '79** | **3,568** | **6,965** | **159** | ..... | ..... | ..... | ..... | ..... | **10,692** |
| | Nov., '78 | 2,323 | 11,010 | 4,490 | ..... | ..... | ..... | ..... | ..... | 17,823 |
| | **Year to Date '79** | **55,861** | **106,236** | **26,219** | ..... | ..... | ..... | ..... | ..... | **188,316** |
| | Year to Date '78 | 35,628 | 162,163 | 25,572 | ..... | ..... | ..... | ..... | ..... | 223,363 |
| FORD | **Nov., '79** | **22,302** | **54,065** | **20** | ..... | ..... | **3,213** | **902** | **1,305** | **81,808** |
| | Nov., '78 | 21,184 | 68,709 | 41 | ..... | 4 | 4,690 | 1,218 | 1,800 | 97,646 |
| | **Year to Date '79** | **271,439** | **678,346** | **365** | ..... | ..... | **49,132** | **13,680** | **20,626** | **1,033,558** |
| | Year to Date '78 | 248,197 | 866,748 | 637 | ..... | 127 | 48,924 | 13,724 | 19,678 | 1,198,035 |
| (Memo Units) # | **Nov., '79** | **6,047** | **15,726** | ..... | ..... | ..... | ..... | ..... | ..... | **23,773** |
| | Nov., '78 | 8,259 | 22,078 | ..... | ..... | ..... | ..... | ..... | ..... | 30,337 |
| | **Year to Date '79** | **102,049** | **204,557** | ..... | ..... | ..... | ..... | ..... | ..... | **306,606** |
| | Year to Date '78 | 97,281 | 254,318 | ..... | ..... | ..... | ..... | ..... | ..... | 351,599 |
| FREIGHTLINER | **Nov., '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **930** | **930** |
| | Nov., '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 996 | 996 |
| | **Year to Date '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **12,137** | **12,137** |
| | Year to Date '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 10,608 | 10,608 |
| FWD | **Nov., '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| | Nov., '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 16 | 16 |
| | **Year to Date '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| | Year to Date '78 | ..... | ..... | ..... | ..... | ..... | ..... | 1 | 132 | 133 |
| GMC | **Nov., '79** | **5,263** | **12,850** | **8** | ..... | **106** | **1,943** | **276** | **1,417** | **21,863** |
| | Nov., '78 | 5,538 | 16,510 | 87 | ..... | 55 | 1,927 | 346 | 874 | 25,337 |
| | **Year to Date '79** | **63,100** | **154,514** | **1,009** | ..... | **961** | **23,269** | **1,862** | **16,808** | **261,523** |
| | Year to Date '78 | 62,037 | 197,276 | 1,465 | ..... | 761 | 22,410 | 3,579 | 13,081 | 300,609 |
| (Memo Units) # | **Nov., '79** | **1,205** | **3,389** | ..... | ..... | ..... | ..... | ..... | ..... | **4,594** |
| | Nov., '78 | 1,156 | 4,729 | ..... | ..... | ..... | ..... | ..... | ..... | 5,885 |
| | **Year to Date '79** | **12,808** | **43,843** | ..... | ..... | ..... | ..... | ..... | ..... | **56,651** |
| | Year to Date '78 | 13,581 | 51,505 | ..... | ..... | ..... | ..... | ..... | ..... | 65,086 |
| INTERNATIONAL | **Nov., '79** | ..... | **2,214** | ..... | ..... | ..... | **1,803** | **1,841** | **2,754** | **8,612** |
| | Nov., '78 | ..... | 2,900 | ..... | ..... | ..... | 2,126 | 1,346 | 2,611 | 8,983 |
| | **Year to Date '79** | ..... | **21,434** | ..... | ..... | ..... | **25,466** | **25,306** | **36,095** | **108,301** |
| | Year to Date '78 | ..... | 33,173 | ..... | ..... | ..... | 27,548 | 14,696 | 30,815 | 106,232 |
| (Memo Units) # | **Nov., '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| | Nov., '78 | ..... | 2,900 | ..... | ..... | ..... | ..... | ..... | ..... | 2,900 |
| | **Year to Date '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... | ..... |
| | Year to Date '78 | ..... | 33,173 | ..... | ..... | ..... | ..... | ..... | ..... | 33,173 |
| JEEP | **Nov., '79** | **7,021** | **5,216** | ..... | ..... | ..... | ..... | ..... | ..... | **12,237** |
| | Nov., '78 | 8,134 | 7,851 | ..... | ..... | ..... | ..... | ..... | ..... | 15,985 |
| | **Year to Date '79** | **76,071** | **56,353** | ..... | ..... | ..... | ..... | ..... | ..... | **132,424** |
| | Year to Date '78 | 76,608 | 69,133 | ..... | ..... | ..... | ..... | ..... | ..... | 145,741 |
| (Memo Units) # | **Nov., '79** | **7,021** | **2,117** | ..... | ..... | ..... | ..... | ..... | ..... | **9,138** |
| | Nov., '78 | 8,134 | 3,738 | ..... | ..... | ..... | ..... | ..... | ..... | 11,872 |
| | **Year to Date '79** | **76,071** | **24,508** | ..... | ..... | ..... | ..... | ..... | ..... | **100,579** |
| | Year to Date '78 | 76,608 | 32,211 | ..... | ..... | ..... | ..... | ..... | ..... | 108,819 |
| KENWORTH | **Nov., '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **1,128** | **1,128** |
| | Nov., '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 1,153 | 1,153 |
| | **Year to Date '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **13,560** | **13,560** |
| | Year to Date '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 13,152 | 13,152 |
| MACK | **Nov., '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **1,890** | **1,890** |
| | Nov., '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 2,041 | 2,041 |
| | **Year to Date '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **26,934** | **36,934** |
| | Year to Date '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 25,313 | 25,313 |
| PETERBILT | **Nov., '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **682** | **682** |
| | Nov., '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 797 | 797 |
| | **Year to Date '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **7,965** | **7,965** |
| | Year to Date '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 8,621 | 8,621 |
| PLYMOUTH | **Nov., '79** | **976** | **379** | ..... | ..... | ..... | ..... | ..... | ..... | **1,355** |
| | Nov., '78 | 193 | 262 | ..... | ..... | ..... | ..... | ..... | ..... | 455 |
| | **Year to Date '79** | **13,220** | **4,901** | ..... | ..... | ..... | ..... | ..... | ..... | **18,121** |
| | Year to Date '78 | 241 | 6,147 | ..... | ..... | ..... | ..... | ..... | ..... | 6,388 |
| WESTERN STAR | **Nov., '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 71 | **71** |
| | Nov., '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 62 | 62 |
| | **Year to Date '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **1,034** | **1,034** |
| | Year to Date '78 | ..... | ..... | ..... | ..... | ..... | ..... | ..... | 682 | 682 |
| WHITE | **Nov., '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **726** | **726** |
| | Nov., '78 | ..... | ..... | ..... | ..... | ..... | ..... | 34 | 697 | 731 |
| | **Year to Date '79** | ..... | ..... | ..... | ..... | ..... | ..... | ..... | **8,353** | **8,353** |
| | Year to Date '78 | ..... | ..... | ..... | ..... | ..... | ..... | 379 | 8,855 | 9,234 |
| MISCELLANEOUS* | **Nov., '79** | **20,836** | **1** | **1** | ..... | **3** | **267** | **159** | **197** | **21,464** |
| | Nov., '78 | 20,986 | ..... | 7 | ..... | 1 | 172 | 89 | 157 | 21,412 |
| | **Year to Date '79** | **236,181** | **13** | **43** | **5** | **29** | **2,402** | **1,478** | **2,161** | **242,312** |
| | Year to Date '78 | 190,463 | 6 | 76 | ..... | 34 | 1,512 | 813 | 1,864 | 194,768 |
| TOTALS | **Nov., '79** | **93,515** | **128,899** | **376** | **49** | **260** | **9,972** | **3,230** | **11,638** | **247,939** |
| | Nov., '78 | 99,403 | 180,574 | 6,107 | 1,324 | 190 | 11,420 | 3,212 | 11,728 | 313,958 |
| | **Year to Date '79** | **1,169,507** | **1,658,682** | **38,873** | **4,930** | **2,603** | **132,363** | **43,431** | **152,363** | **3,202,752** |
| | Year to Date '78 | 1,032,473 | 2,202,524 | 47,348 | 13,386 | 2,666 | 131,476 | 34,657 | 138,179 | 3,602,709 |

★—No Oklahoma registrations 1979 and 1978; Hawaii, July-November, 1979.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ramcharger, Trail Duster, D-50, Arrow; Ford Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Caballero; International Scout, Jeep, CJ-5 and CJ-7. *—Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, Crane Carrier, etc.

—Compiled from R. L. Polk & Co. data.

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November total down 21 pct.

# Truck registrations fall after October rally

Continued from Page 8

3 tallies, down almost 18 percent from the previous year's 47,348.

Medium trucks were off 5.2 percent over the 11 months, with Group 6 the only one of the three in this market segment to show a gain over 1978. The total was 139,896, compared with 147,528 the year earlier.

The Group 6 count was 132,363 units, an increase of almost one percent over the year-earlier 131,476. Group 4 was down 63.2 percent, from 13,386 to 4,930, and Group 5 was off 2.4 percent, from 2,666 units to 2,603.

For the 11-month period, registrations of heavies hit an alltime high of 195,794 units, an increase of 13.3 percent over the previous record of 172,836 established in 1978.

Tallies for both Groups 7 and 8 vehicles were up over the previous year. The Group 7 count was 43,431, a gain of 25.3 percent over the year-earlier 34,657, while the Group 8 total was up 10.3 percent, from 138,179 in 1978 to 152,363.

In November, light-truck registrations were down 22.1 percent from the 1978 totals, with all three market categories showing a decline.

There was a decline of 20.5 percent in medium-truck tallies and, again, all three groups in this market segment were down from the previous year.

Heavies were off only one-half of one percent for the month, from 14,940 to 14,868. Group 7 was the only one of the eight to show an increase over the 1978 count, rising from 3,212 to 3,230.

Ford padded its lead over Chevrolet in November by more than 6,000 units, and going into the final month of 1979, it had a margin of 31,541 units, 1,033,588 versus 1,002,047.

All of the Big Three truck makers suffered losses in penetration over the 11-month period because of the slump in light-truck sales. Dodge, which produces only light trucks, saw its share of total registrations fall 1.37 percentage points from 1978.

The biggest increase in share of total registrations was achieved by the miscellaneous group, and this was due mainly to the record sales of the Japanese compact pickup trucks. The group's share was up 2.16 percentage points, from 5.41 percent in 1978 on 194,901 tallies to 7.57 percent on 242,312 through November.

# truck watch

Continued from Page 8

yet started production of 1980 models.

Sales of Ford vans were down 26.7 percent during the year, from an alltime high of 273,728 in 1978 to 200,639. Chevrolet's total was 191,444, a decline of 22.7 percent from the 247,580 sold the previous year, also a record. GMC van sales dipped to 41,587, off 19.2 percent from the record 51,485 retailed in 1978.

Four-wheel-drive vehicles suffered far less in 1979 than the vans, largely because of their broad commercial applications, and they could be in for an upturn in 1980 now that manufacturers have gone to lighter, more fuel-efficient transfer cases and cut back on full-time 4x4.

In 1979, dealers and factory outlets retailed approximately 745,950 four-wheel-drive units, a decline of 18.2 percent from the alltime high of about 912,020 the previous year.

Conventional pickups accounted for slightly more than half of the 4x4 sales last year with a total of 388,089 units. In 1978, the conventionals accounted for 55 percent with 502,379 sales.

However, the number of conventional pickups equipped with 4WD in 1979 was down 22.7 percent from the previous year's total, which also was an alltime high.

Sports/utility vehicles — Ford Bronco, Chevrolet Blazer, GMC Jimmy, Dodge Ramcharger, Plymouth Trail Duster, Jeep CJ-5 and CJ-7 and the International Scout II—were down 21 percent a year ago, from a record 328,318 units in 1978 to 259,453.

Among 4x4s in the sports/utility classification, Jeep's CJ series vehicles suffered the smallest percentage decline in sales in the last year. During the year, dealers retailed 74,878 of these units, down 5.6 percent from the year-earlier 79,296.

The CJ models also were No. 1 in sports/utility sales, followed by Ford with 69,724 Bronco sales and Chevrolet with 57,734 Blazer sales.

Sales of the 4x4 wagons — Jeep Wagoneer and Cherokee and the Chevrolet and GMC Suburbans—were down 20.6 percent from 1978, from 81,314 to 64,567. The Jeep models were No. 1 for both years, 50,134 last year and 64,730 in 1978.

Total wagon sales for the year were off 26.7 percent, from a record 128,652 in 1978 to 94,333 last year.

During the year, dealers retailed 1,718,366 conventional pickups, a decline of 20.6 percent below the 2,164,761 units sold in 1978, an alltime high for these vehicles.

Ford's F-Series pickups again were the No. 1 seller with 736,037 deliveries. But the total was down 17 percent from the record 886,039 units retailed in 1978.

Chevrolet reported that almost 34 percent of the compact LUV pickups sold in 1979 were equipped with four-wheel-drive, 33,843 units out of a total of 100,192 deliveries. It was the first year that the option had been offered on the LUV.

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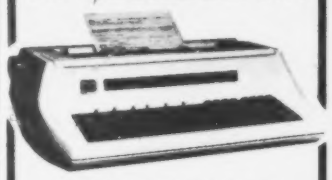

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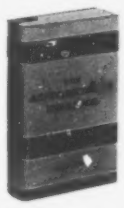

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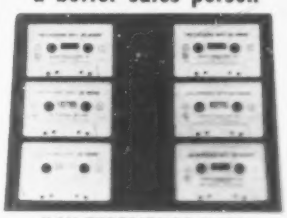

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**New-car registrations total 724,989**

# Month's market lowest since '75

Continued from Page 6

only registrations in November were divided this way: GM, 62.05 percent, up 1.50 points; Ford Motor Co., 25.81 percent, off 0.63 of a point; Chrysler Corp., 9.44 percent, down 2.02 points; American Motors, 2.65 percent, up 1.14 points, and miscellaneous, 0.05 percent, up 0.01 of a point.

• By size segment, only subcompacts and imports improved their market shares compared with November a year earlier.

Subcompacts accounted for 10.22 percent of November new-car registrations, up 1.14 points. Imports accounted for 23.03 percent, up 6.08 percent.

Biggest loser compared with a year earlier was the standard segment, which dropped 4.64 points to 14.17 percent.

Also down were compacts, down 0.69 of a point to 20.50 percent; passenger vans, off 0.23 of a point to 0.85 percent; intermediates, down 1.49 points to 24.77 percent, and luxury cars, off 0.17 of a point to 6.46 percent.

Registrations by size class in November were: Subcompact, 74,104; compact, 148,614; passenger van, 6,142; intermediate, 179,584; standard, 102,755; luxury, 46,830, and import, 166,960.

Domestic-only registrations by size class were divided as follows: Subcompact, 13.28 percent; compact, 26.63 percent; passenger van, 1.10 percent; intermediate, 32.18 percent; standard, 18.42 percent, and luxury, 8.39 percent.

• In the top 20 nameplate rankings, standard Chevrolet and Chevrolet Citation moved into the top two spots, dropping Olds Cutlass Supreme into third.

Chrysler Corp. was banished from the list, as Plymouth Volare dropped from 17th place. Mercury Cougar was also dumped from the top 20, while Buick Skylark and Ford Granada moved into 19th and 20th places.

The top 20 nameplates in November new-car registrations were:

| | | |
|---|---|---|
| 1 | Standard Chevrolet | 31,041 |
| 2 | Chevrolet Citation | 26,150 |
| 3 | Olds Cutlass Supreme | 25,453 |
| 4 | Chevrolet Chevette | 24,761 |
| 5 | Chevrolet Malibu | 24,229 |
| 6 | Ford Fairmont | 23,361 |
| 7 | Ford Mustang | 20,658 |
| 8 | Standard Oldsmobile | 20,292 |
| 9 | Ford Thunderbird | 19,348 |
| 10 | Chevrolet Monte Carlo | 18,383 |
| 11 | Cadillac | 16,603 |
| 12 | Buick Regal | 15,394 |
| 13 | Standard Buick | 14,822 |
| 14 | Standard Ford | 13,361 |
| 15 | Chevrolet Camaro | 12,655 |
| 16 | Pontiac Grand Prix | 12,037 |
| 17 | Standard Pontiac | 11,751 |
| 18 | Ford Pinto | 10,691 |
| 19 | Ford Granada | 10,151 |
| 20 | Buick Skylark | 9,993 |

## AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
**NOVEMBER, '79 VS. NOVEMBER, '78**

| | 1979 | | 1978 | |
|---|---|---|---|---|
| | NOV. | YEAR | NOV. | YEAR |
| AMX Spirit/AMX | 4,712 | 48,545 | 2,308 | 19,554 |
| Concord | 4,608 | 61,656 | 5,092 | 78,049 |
| Concord Station Wagon | 1,385 | 15,434 | 1,551 | 19,928 |
| Eagle 4 WD | 1,321 | 2,462 | | |
| Eagle Station Wagon | 2,248 | 4,143 | | |
| Pacer | 122 | 2,515 | 380 | 6,843 |
| Pacer Station Wagon | 390 | 5,527 | 826 | 12,295 |
| Matador | | 348 | 150 | 5,656 |
| Matador Station Wagon | | 136 | 62 | 3,318 |
| Total American Motors Corp. | 14,786 | 140,766 | 10,369 | 145,643 |
| Chrysler LeBaron | 5,042 | 79,825 | 8,680 | 90,315 |
| LeBaron Station Wagon | 945 | 13,820 | 1,763 | 18,741 |
| Cordoba | 5,561 | 54,178 | 7,790 | 96,281 |
| Newport | 1,913 | 49,484 | 2,008 | 28,121 |
| New Yorker | 2,176 | 30,459 | 2,165 | 31,727 |
| Station Wagon | | | | 178 |
| Total | 15,637 | 227,766 | 22,406 | 265,363 |
| Plymouth Horizon | 8,381 | 133,862 | 8,985 | 102,414 |
| Voyager | 616 | 9,323 | 735 | 12,019 |
| Volare | 6,433 | 118,594 | 9,988 | 130,309 |
| Volare Station Wagon | 1,887 | 37,839 | 4,345 | 62,982 |
| Fury | | 3,047 | 1,671 | 50,636 |
| Fury Station Wagon | | 138 | 54 | 8,227 |
| Gran Fury/Brougham | 156 | 226 | | 1,286 |
| Plymouth Station Wagon | | | | 191 |
| Total | 17,473 | 303,029 | 25,778 | 368,064 |
| Dodge Omni | 7,010 | 113,455 | 6,933 | 75,748 |
| Aspen | 4,327 | 80,903 | 7,158 | 96,637 |
| Aspen Station Wagon | 1,383 | 29,454 | 3,477 | 47,726 |
| Sportsman | 1,585 | 27,717 | 2,302 | 38,788 |
| Monaco | | 2,898 | 1,423 | 30,434 |
| Monaco Station Wagon | | 108 | 57 | 5,777 |
| Diplomat | 2,052 | 36,769 | 4,100 | 44,145 |
| Diplomat Station Wagon | 399 | 6,328 | 915 | 8,631 |
| Magnum XE/Mirada | 1,630 | 21,325 | 3,395 | 44,198 |
| St. Regis | 1,183 | 25,273 | 646 | 892 |
| Royal Monaco/Brougham | | | | 2,430 |
| Dodge Station Wagon | | | | 245 |
| Total | 19,569 | 344,230 | 30,406 | 395,651 |
| Total Chrysler Corp. | 52,679 | 875,025 | 78,590 | 1,029,078 |
| Ford Pinto | 8,115 | 122,402 | 8,241 | 111,330 |
| Pinto Station Wagon | 2,576 | 47,383 | 3,303 | 41,254 |
| Fairmont | 18,024 | 222,082 | 19,959 | 268,595 |
| Fairmont Station Wagon | 5,337 | 74,637 | 6,826 | 100,356 |
| Granada | 10,151 | 130,645 | 15,989 | 200,529 |
| Club Wagon | 2,137 | 35,271 | 3,283 | 39,672 |
| LTD II | 887 | 26,852 | 6,007 | 132,220 |
| LTD II Station Wagon | | | | 820 |
| LTD | 10,457 | 182,035 | 18,718 | 220,238 |
| LTD Crown Victoria | 177 | 177 | | |
| Ford Station Wagon | 2,727 | 43,542 | 4,852 | 64,346 |
| Mustang | 20,658 | 272,189 | 17,021 | 163,852 |
| Thunderbird | 19,348 | 190,424 | 18,665 | 275,228 |
| Total | 100,594 | 1,347,639 | 122,864 | 1,618,440 |
| Lincoln Continental | 4,220 | 55,515 | 8,437 | 82,718 |
| Continental Mark | 5,618 | 47,908 | 7,023 | 64,514 |
| Versailles | 1,001 | 12,648 | 1,453 | 12,357 |
| Total | 10,839 | 116,071 | 16,913 | 159,589 |
| Mercury Bobcat | 2,085 | 32,336 | 1,781 | 19,544 |
| Bobcat Station Wagon | 416 | 7,858 | 539 | 6,937 |
| Zephyr | 5,320 | 70,683 | 6,663 | 87,679 |
| Zephyr Station Wagon | 1,245 | 16,721 | 1,511 | 22,691 |
| Monarch | 3,455 | 50,196 | 5,947 | 70,774 |
| Marquis | 1,836 | 26,200 | 1,831 | 33,006 |
| Marquis Brougham | 1,519 | 21,760 | 1,969 | 30,337 |
| Grand Marquis | 1,723 | 26,539 | 3,052 | 44,476 |
| Marquis Station Wagon | 708 | 12,194 | 1,132 | 13,477 |
| Cougar | 8,732 | 113,277 | 12,549 | 173,346 |
| Cougar Station Wagon | | | | 388 |
| Capri | 5,535 | 81,703 | 4,495 | 6,017 |
| Total | 32,574 | 459,467 | 41,469 | 508,672 |
| Lincoln-Mercury Division | 43,413 | 575,538 | 58,382 | 668,261 |
| Total Ford Motor Co. | 144,007 | 1,923,177 | 181,246 | 2,286,701 |
| Buick Skyhawk | 1,227 | 17,210 | 1,720 | 20,123 |
| Skylark | 9,993 | 91,796 | 6,579 | 91,213 |
| Century | 4,579 | 25,180 | 3,289 | 39,490 |
| Regal | 15,394 | 226,975 | 20,295 | 218,252 |
| Century Station Wagon | 1,507 | 23,739 | 2,350 | 30,194 |
| LeSabre | 1,724 | 25,904 | 2,004 | 28,005 |
| LeSabre Limited | 5,817 | 79,583 | 8,699 | 120,412 |
| Electra 225 | 6,604 | 77,061 | 10,480 | 107,215 |
| Buick Station Wagon | 677 | 13,815 | 1,784 | 22,212 |
| Riviera | 3,639 | 45,150 | 2,812 | 18,769 |
| Total | 51,161 | 626,411 | 60,012 | 695,885 |
| Cadillac deVille | 13,299 | 152,109 | 17,272 | 182,332 |
| Fleetwood & Chassis | 3,304 | 31,766 | 3,474 | 31,874 |
| Eldorado | 4,707 | 55,836 | 3,560 | 38,043 |
| Seville | 4,487 | 38,789 | 4,747 | 46,915 |
| Total | 25,797 | 278,500 | 29,053 | 299,164 |
| Chevrolet Chevette | 24,761 | 334,911 | 13,727 | 221,323 |
| Camaro | 12,625 | 190,968 | 19,566 | 227,115 |
| Monza | 8,258 | 116,269 | 11,094 | 114,500 |
| Monza Station Wagon | 278 | 13,609 | 2,665 | 25,043 |
| Nova/Citation | 26,150 | 259,576 | 16,749 | 226,106 |
| Sportvan | 1,804 | 28,277 | 2,633 | 38,787 |
| Malibu | 17,687 | 224,806 | 22,203 | 245,084 |
| Malibu Station Wagon | 6,542 | 86,554 | 7,317 | 87,158 |
| Monte Carlo | 18,383 | 246,766 | 27,133 | 320,729 |
| Impala | 9,620 | 145,261 | 16,982 | 199,230 |
| Caprice | 14,937 | 173,145 | 22,730 | 232,040 |
| Chevrolet Station Wagon | 6,484 | 82,927 | 10,279 | 118,836 |
| Corvette | 3,274 | 36,748 | 3,474 | 36,332 |
| Total | 150,803 | 1,939,817 | 181,493 | 2,092,343 |
| Oldsmobile Starfire | 1,093 | 17,075 | 1,588 | 16,235 |
| Omega | 4,218 | 41,023 | 3,055 | 39,546 |
| Cutlass Salon | 8,595 | 49,642 | 4,569 | 60,965 |
| Cutlass Supreme/Calais | 25,453 | 378,369 | 30,952 | 354,914 |
| Cutlass Station Wagon | 3,032 | 42,643 | 3,262 | 40,794 |
| Delta 88 | 1,822 | 29,674 | 2,707 | 38,022 |
| Delta 88 Royale | 9,934 | 150,048 | 13,585 | 170,964 |
| 98 | 7,069 | 82,259 | 11,431 | 105,247 |
| Oldsmobile Station Wagon | 1,467 | 24,906 | 2,773 | 30,708 |
| Toronado | 3,281 | 41,535 | 2,455 | 20,900 |
| Total | 65,964 | 857,174 | 76,377 | 878,295 |
| Pontiac Sunbird | 5,163 | 78,369 | 6,519 | 74,319 |
| Sunbird Station Wagon | 29 | 2,517 | 584 | 6,878 |
| Phoenix | 6,231 | 66,802 | 3,963 | 53,187 |
| LeMans | 5,422 | 71,388 | 7,768 | 83,940 |
| LeMans Station Wagon | 2,751 | 35,068 | 2,096 | 23,393 |
| Catalina | 1,599 | 23,156 | 2,926 | 43,810 |
| Bonneville | 5,504 | 77,971 | 6,564 | 69,000 |
| Bonneville Brougham | 3,253 | 35,524 | 3,672 | 44,945 |
| Pontiac Station Wagon | 1,395 | 20,910 | 2,002 | 24,341 |
| Grand Prix | 12,037 | 164,069 | 18,247 | 196,158 |
| Firebird | 9,174 | 140,114 | 13,834 | 158,891 |
| Total | 52,558 | 715,888 | 68,175 | 778,862 |
| Total General Motors | 346,283 | 4,417,790 | 415,110 | 4,744,649 |
| (Checker) | 246 | 3,896 | 232 | 3,455 |
| Miscellaneous Domestic Total | 274 | 4,240 | 265 | 3,876 |
| Domestic Station Wagon Total | 51,950 | 762,535 | 75,219 | 977,331 |
| Domestic Grand Total | 558,029 | 7,360,998 | 685,580 | 8,209,847 |
| Import Total | 166,960 | 2,142,594 | 139,945 | 1,787,721 |
| Grand Total All Registrations | 724,989 | 9,503,592 | 825,525 | 9,997,568 |

Registrations not available for Oklahoma.

**But independents still play a big role**

# Makers hike share of radio market

By Joseph Bohn
Marketing Editor

Detroit auto makers' penetration of the radio and tape-player market improved during the '79 model year, although a very large percentage of radios in new cars are still supplied by independent manufacturers.

There were increases in the number of AM/FM stereo radios, CB radios and tape players installed in '79 models by the auto companies. Continuing a trend, however, AM radio installations and AM/FM radios were down.

Overall, the industry installed either an AM, AM/FM or AM/FM stereo radio in 68.80 percent of domestic '79 models. This was up from 67.88 percent in '78.

Tape players accounted for a 16.85 percent penetration, compared with 13.77 percent in '78. The industry offers tape players only in combination with radios.

Tape players were available in combination with AM radios, last year, and not only with AM/FM stereo.

CB radio installations climbed to 3.09 percent of industry production, up from 2.31 percent in '78.

• Overall, auto makers installed 2,859,457 AM radios in '79 models, equal to 30.60 percent of production. This was down from 3,035,297, or 33.19 percent in '78.

General Motors installed 1,575,253 AM radio units, equal to 30.56 percent of production. This was down from 1,634,302, or 31.24 percent in '78.

Ford Motor installed 730,692 AM radios, equal to 26.54 percent of output. This was down from 758,149, or 30.57 percent, in '78.

Chrysler Corp. installed 451,425 AM radios, equal to 39.74 percent of production. This was down from 580,991, or 44.89 percent, in '78.

American Motors installed 66,373 AM radios, equal to 39.17 percent of production. This was down from 44.87 percent, or 61,855 in '78.

Volkswagen installed AM radios in 35,714 or 26.90 percent of domestically built Rabbits.

Industrywide, 1,192,666 AM/FM radios were installed in '79 models, equal to 12.76 percent of production. This was down from 12.92 percent, or 1,181,648 units in '78.

GM installed AM/FM radios in 640,515 cars, equal to 12.43 percent of its domestic production. This was down from 709,839, or 13.57 percent in '78.

Ford Motor installed 195,984 AM/FM radios in '79 models, equal to 7.12 percent of production. This was down from 237,806, or 9.57 percent, in '78.

Chrysler installed 294,657 AM/FM units, equal to 25.94 percent of production. This was up from 234,003, or 18.08 percent, in '78.

American Motors didn't offer AM/FM radios in its '79 models, or in '78s.

Volkswagen installed 61,510 AM/FM radios in its domestic Rabbits, equal to 46.30 percent of production.

• AM/FM stereo radios continued to gain popularity.

Industrywide, they ended up in 2,377,241 cars, equal to 25.44 percent of production. This was up from 1,991,002, or 21.77 percent in '78.

GM installed AM/FM stereo units in 1,405,365 cars, equal to 27.27 percent of production. This was up from 1,219,217, or 23.30 percent in '78.

Ford Motor installed AM/FM stereo radios in 559,473, or 23.08 percent, of its cars. This was up from 573,157, or 23.11 percent, in '78.

Chrysler Corp. installed the AM/FM stereo radios in 269,784 cars, equal to 23.75 percent of production. This was up from 167,747, or 12.96 percent, in '78.

American Motors installed the AM/FM stereos in 38,393 cars, equal to 22.66 percent of production. This was up from 30,881, or 22.40 percent in '78.

Volkswagen installed the radios in 28,226 Rabbits, equal to 21.20 percent of production.

Industrywide, tape players went into 1,574,672 cars, equal to 16.85 percent of production. This was up from 1,258,974, or 13.77 percent in '78.

GM installed tape players in 926,230 cars, equal to 17.97 percent of production. This was up from 696,144, or 13.31 percent, in '78.

Ford Motor installed the tape players in 559,617 cars, equal to 20.33 percent of production. This was up from 447,984, or 18.06 percent in '78.

Chrysler installed the tape units in 86,011 cars, equal to 7.57 percent of production. This was down 113,180, or 8.74 percent of production, in '78.

American Motors installed tape players in 552 of the now-discontinued Pacers, which accounted for 0.33 percent of production. In '78, it installed 1,666 tape players, in 1.21 percent of its cars.

Volkswagen installed 2,262 tape players in 1.70 percent of its Rabbits.

• CB radios continued to gain popularity.

Industrywide, 288,684 CB units were sold, equal to 3.09 percent of production. This was up from 211,329, or 2.31 percent, in '78.

GM accounted for the bulk of them. It installed 211,414 CBs in its '79 models equal to 4.10 percent of production. This was up from 139,544, or 2.66 percent in '78.

Ford Motor installed 69,657 CBs in 2.53 percent of its domestic models. This was up from 44,546, or 1.79 percent of cars, in '78.

Chrysler installed only 7,215 CBs, equal to 0.64 percent of production. This was down from 22,339, or 1.73 percent, in '78.

AMC installed a scant 398 CBs, all of them in the now-discontinued Pacer. In '78, it had installed 4,900 of the units.

Volkswagen didn't offer the CB option last year.

## Wood Toyota moves

INDIANAPOLIS.—Tom Wood Toyota has moved into a new building here.

## SOUND EQUIPMENT OPTIONS ON 1979 U. S. MODELS

| | AM Radio | Percent of Output | AM/FM Radio | Percent of Output | AM/FM Stereo Radio | Percent of Output | Tape Player w/Radio | Percent of Output | Tape Player w/o Radio | Percent of Output | CB Radio | Percent of Output |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 66,373 | 39.17 | N.A. | — | 38,393 | 22.66 | 552 | 0.33 | N.A. | — | 398 | 0.24 |
| Concord | 39,187 | 38.10 | N.A. | — | 23,553 | 22.90 | N.A. | — | N.A. | — | N.A. | — |
| Pacer | 2,890 | 28.30 | N.A. | — | 3,453 | 33.80 | 552 | 5.40 | N.A. | — | 398 | 3.90 |
| Spirit | 24,296 | 43.10 | N.A. | — | 11,387 | 20.20 | N.A. | — | N.A. | — | N.A. | — |
| CHRYSLER CORP. | 451,425 | 39.74 | 294,657 | 25.94 | 269,784 | 23.75 | 86,011 | 7.57 | N.A. | — | 7,215 | 0.64 |
| Chrysler-Plymouth Total | 264,589 | 37.94 | 172,770 | 24.78 | 187,812 | 26.93 | 63,689 | 9.16 | N.A. | — | 4,949 | 0.64 |
| Horizon | 73,894 | 45.40 | 69,988 | 43.00 | 18,881 | 11.60 | N.A. | — | N.A. | — | N.A. | — |
| Voyager | 2,236 | 29.20 | 1,570 | 20.50 | 1,730 | 22.60 | 528 | 6.90 | N.A. | — | 207 | 2.70 |
| Volare | 135,038 | 64.40 | 30,195 | 14.40 | 9,645 | 4.60 | 2,935 | 1.40 | N.A. | — | 210 | 0.10 |
| Cordoba | 9,945 | 11.30 | 16,282 | 18.50 | 52,633 | 59.80 | 22,708 | 25.80 | N.A. | — | 1,584 | 1.80 |
| Chrysler | 12,893 | 12.80 | 17,727 | 17.60 | 60,334 | 59.90 | 25,382 | 25.20 | N.A. | — | 2,820 | 2.80 |
| LeBaron | 30,583 | 23.80 | 37,008 | 28.80 | 44,589 | 34.70 | 12,336 | 9.60 | N.A. | — | 128 | 0.10 |
| Dodge Total | 186,836 | 21.23 | 121,887 | 13.85 | 81,972 | 9.31 | 22,122 | 2.51 | N.A. | — | 2,266 | 0.26 |
| Omni | 62,391 | 44.10 | 59,420 | 42.00 | 19,524 | 13.80 | N.A. | — | N.A. | — | N.A. | — |
| St. Regis | 6,889 | 19.70 | 8,218 | 23.50 | 13,639 | 39.00 | 2,903 | 8.30 | N.A. | — | 664 | 1.90 |
| Diplomat | 15,005 | 23.90 | 23,794 | 37.90 | 16,511 | 26.30 | 4,395 | 7.00 | N.A. | — | 63 | 0.10 |
| Sportsman | 7,635 | 30.00 | 3,868 | 15.20 | 5,777 | 22.70 | 1,502 | 5.90 | N.A. | — | 636 | 2.50 |
| Aspen | 91,607 | 63.80 | 20,820 | 14.50 | 9,189 | 6.40 | 2,728 | 1.90 | N.A. | — | 144 | 0.10 |
| Magnum | 3,309 | 10.90 | 5,767 | 19.00 | 17,332 | 57.10 | 10,594 | 34.90 | N.A. | — | 759 | 2.50 |
| FORD MOTOR | 730,692 | 26.54 | 195,984 | 7.12 | 635,473 | 23.08 | 559,617 | 20.33 | N.A. | — | 69,657 | 2.53 |
| Ford Division | 595,470 | 31.53 | 140,229 | 7.42 | 418,554 | 22.16 | 252,793 | 13.30 | N.A. | — | 13,213 | 0.70 |
| Pinto | 120,406 | 60.50 | 13,732 | 6.90 | 7,762 | 3.90 | 4,179 | 2.10 | N.A. | — | N.A. | — |
| Mustang/Mustang II | 79,536 | 21.50 | 29,965 | 8.10 | 65,109 | 17.60 | 62,889 | 17.00 | N.A. | — | N.A. | — |
| Fairmont | 149,844 | 37.90 | 37,164 | 9.40 | 59,700 | 15.10 | 20,559 | 5.20 | N.A. | — | N.A. | — |
| Club Wagon | 14,806 | 28.00 | 3,384 | 6.40 | 13,642 | 25.80 | 9,729 | 18.40 | N.A. | — | 2,221 | 4.20 |
| Granada | 65,655 | 36.00 | 17,508 | 9.60 | 34,651 | 19.00 | 9,484 | 5.20 | N.A. | — | 547 | 0.30 |
| LTD II | 18,794 | 38.70 | 3,011 | 6.20 | 10,149 | 20.90 | 5,099 | 10.50 | N.A. | — | 339 | 0.70 |
| Thunderbird | 46,599 | 16.40 | 11,934 | 4.20 | 111,667 | 39.30 | 96,608 | 34.00 | N.A. | — | 5,115 | 1.80 |
| Ford | 99,830 | 28.00 | 23,531 | 6.60 | 115,874 | 32.50 | 44,246 | 12.41 | N.A. | — | 4,991 | 1.40 |
| Lincoln Mercury Division | 135,222 | 15.65 | 55,755 | 6.45 | 216,919 | 25.10 | 306,824 | 35.51 | N.A. | — | 56,444 | 6.53 |
| Bobcat | 31,969 | 63.60 | 5,831 | 11.60 | 2,966 | 5.90 | 1,558 | 3.10 | N.A. | — | N.A. | — |
| Capri | 17,403 | 15.80 | 9,693 | 8.80 | 22,029 | 20.00 | 24,232 | 22.00 | N.A. | — | N.A. | — |
| Zephyr | 38,240 | 30.50 | 15,923 | 12.70 | 20,687 | 16.50 | 13,039 | 10.40 | N.A. | — | N.A. | — |
| Monarch | 22,233 | 29.30 | 9,333 | 12.30 | 15,100 | 19.90 | 7,968 | 10.50 | N.A. | — | 380 | 0.50 |
| Cougar/XR7 | 11,297 | 6.60 | 7,232 | 4.20 | 54,987 | 31.90 | 55,161 | 32.00 | N.A. | — | 3,547 | 2.11 |
| Mercury | 14,080 | 10.00 | N.A. | — | 55,053 | 39.10 | 48,153 | 34.20 | N.A. | — | 7,462 | 5.30 |
| Lincoln | N.A. | — | 4,630 | 5.00 | 16,205 | 17.50 | 71,765 | 77.50 | N.A. | — | 24,632 | 26.60 |
| Versailles | N.A. | — | N.A. | — | 21,007 | 100.00 | 21,007 | 100.00 | N.A. | — | 3,109 | 14.80 |
| Mark V | N.A. | — | 3,113 | 4.10 | 8,885 | 11.70 | 63,941 | 84.20 | N.A. | — | 17,314 | 22.80 |
| GENERAL MOTORS | 1,575,253 | 30.56 | 640,515 | 12.43 | 1,405,365 | 27.27 | 926,230 | 17.97 | N.A. | — | 24,414 | 4.19 |
| Buick Division | 125,914 | 17.31 | 82,809 | 11.39 | 223,498 | 30.73 | 163,928 | 22.54 | N.A. | — | 19,607 | 2.69 |
| Skyhawk | 12,455 | 53.80 | 5,593 | 24.20 | 3,228 | 14.00 | 1,863 | 8.00 | N.A. | — | N.A. | — |
| '79 Skylark | 13,652 | 47.00 | 6,231 | 21.50 | 1,323 | 4.60 | 1,222 | 4.20 | N.A. | — | N.A. | — |
| Century | 24,038 | 43.10 | 11,775 | 21.10 | 8,776 | 15.70 | 3,124 | 5.60 | N.A. | — | N.A. | — |
| Regal | 45,592 | 16.70 | 31,962 | 11.70 | 97,293 | 35.60 | 35,645 | 13.00 | N.A. | — | 1,275 | 0.50 |
| Buick | 30,177 | 10.30 | 27,248 | 9.30 | 112,878 | 38.40 | 87,809 | 29.90 | N.A. | — | 12,077 | 4.10 |
| Riviera | N.A. | — | N.A. | — | 17,916 | 34.30 | 34,265 | 65.70 | N.A. | — | 6,255 | 12.00 |
| Cadillac Division | N.A. | — | N.A. | — | 381,113 | 100.00 | 226,108 | 59.33 | N.A. | — | 141,615 | 37.16 |
| Seville | N.A. | — | N.A. | — | 53,487 | 100.00 | 42,884 | 80.17 | N.A. | — | 10,900 | 20.37 |
| Cadillac | N.A. | — | N.A. | — | 260,190 | 100.00 | 129,423 | 49.74 | N.A. | — | 110,402 | 42.43 |
| Eldorado | N.A. | — | N.A. | — | 67,436 | 100.00 | 53,801 | 79.77 | N.A. | — | 20,313 | 30.12 |
| Chevrolet Division | 1,064,328 | 46.91 | 354,798 | 15.64 | 266,786 | 11.76 | 193,599 | 8.53 | N.A. | — | 16,669 | 0.73 |
| Chevette | 268,270 | 78.70 | 54,199 | 15.90 | 7,158 | 2.10 | N.A. | — | N.A. | — | N.A. | — |
| Monza | 123,293 | 75.20 | 23,609 | 14.40 | 8,689 | 5.30 | 6,886 | 4.20 | N.A. | — | N.A. | — |
| Camaro | 61,885 | 21.90 | 31,084 | 11.00 | 38,431 | 13.60 | 56,799 | 20.10 | N.A. | — | 1,413 | 0.50 |
| '80 Citation | 124,607 | 66.60 | 34,721 | 18.50 | 23,988 | 12.80 | 219 | 0.10 | N.A. | — | 903 | 0.50 |
| Sportvan | 7,775 | 28.60 | 4,703 | 17.30 | 4,459 | 16.40 | 2,311 | 8.50 | N.A. | — | 435 | 1.60 |
| Malibu/Chevelle | 196,828 | 52.10 | 57,046 | 15.10 | 25,689 | 6.80 | 12,089 | 3.20 | N.A. | — | 755 | 0.20 |
| Monte Carlo | 88,035 | 31.20 | 43,735 | 15.50 | 47,121 | 16.70 | 29,345 | 10.40 | N.A. | — | 1,128 | 0.40 |
| Chevrolet | 193,635 | 35.00 | 102,903 | 18.60 | 101,243 | 18.30 | 49,792 | 9.00 | N.A. | — | 7,192 | 1.30 |
| Corvette | N.A. | — | 2,798 | 5.20 | 10,008 | 18.60 | 36,158 | 67.20 | N.A. | — | 4,843 | 9.00 |
| Oldsmobile Division | 176,748 | 17.47 | 100,880 | 9.97 | 347,115 | 34.30 | 203,187 | 20.08 | N.A. | — | 25,908 | 2.56 |
| Starfire | 10,885 | 53.60 | 4,305 | 21.20 | 3,322 | 16.40 | 1,789 | 8.80 | N.A. | — | N.A. | — |
| '79 Omega | 7,346 | 49.60 | 3,081 | 20.80 | 1,392 | 9.40 | 489 | 3.30 | N.A. | — | N.A. | — |
| Cutlass | 119,770 | 23.60 | 63,945 | 12.60 | 137,025 | 27.00 | 72,065 | 14.20 | N.A. | — | 3,553 | 0.70 |
| Oldsmobile | 38,749 | 9.20 | 29,549 | 7.05 | 192,426 | 45.90 | 96,568 | 23.03 | N.A. | — | 17,525 | 4.20 |
| Toronado | N.A. | — | N.A. | — | 12,950 | 25.90 | 32,276 | 64.40 | N.A. | — | 4,830 | 9.70 |
| Pontiac Division | 208,263 | 27.22 | 102,028 | 13.33 | 186,853 | 24.42 | 139,408 | 18.21 | N.A. | — | 7,615 | 0.99 |
| Sunbird | 67,659 | 69.23 | 18,076 | 18.49 | 8,178 | 8.36 | 3,857 | 3.94 | N.A. | — | N.A. | — |
| '79 Phoenix | 11,374 | 45.68 | 5,767 | 23.16 | 3,523 | 14.15 | N.A. | — | N.A. | — | N.A. | — |
| Firebird | 29,576 | 13.99 | 13,775 | 6.51 | 41,666 | 19.70 | 73,703 | 34.86 | N.A. | — | 2,090 | 0.99 |
| LeMans | 45,893 | 40.72 | 22,811 | 20.24 | 20,647 | 18.32 | 6,176 | 5.48 | N.A. | — | 507 | 0.45 |
| Grand Prix | 26,219 | 18.84 | 16,978 | 12.20 | 44,227 | 31.78 | 24,117 | 17.33 | N.A. | — | 1,183 | 0.85 |
| Pontiac | 27,542 | 15.37 | 24,621 | 13.74 | 68,612 | 38.29 | 31,555 | 17.61 | N.A. | — | 3,835 | 2.14 |
| VOLKSWAGEN | 35,714 | 26.90 | 61,510 | 46.30 | 28,226 | 21.20 | 2,262 | 1.70 | N.A. | — | N.A. | — |
| Total Cars,U.S. | 2,859,457 | 30.60 | 1,192,666 | 12.76 | 2,377,241 | 25.44 | 1,574,672 | 16.85 | N.A. | — | 288,684 | 3.09 |

NOTE: Installation members are based on U. S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp. 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravalles, sourced in the U. S., but sold only in Canada.

The GM total includes 727,275 Buick Division models, 381,113 Cadillac Division models, 2,268,827 Chevrolet Division models, 1,011,905 Oldsmobile Division models, 765,182 Pontiac Division models.

Production base for Pontiac includes 24,900 '79-model-only Phontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.

Steel-belted units on 75 pct. of '79 U. S. cars

# Radials dominate OE tire usage

By Joseph Bohn
Marketing Editor

Radial tires, whether of steel or fiberglass construction, continued to gain popularity on '79 domestically built cars.

Steel radials showed a slight increase, accounting for about three-fourths of the cars built last year. But glass-belted radials had the greatest surge in popularity—at the expense of old-style bias belted tires which are clearly on the way out.

Whitewall and fancy lettered tires also continued to be very popular with car buyers.

Industrywide, auto makers installed steel-belted radials on 75.22 percent of their cars, up from 73.98 percent in '78. Actual number of '79 models was 7,029,705 against 6,765,427 in '78.

General Motors installed steel radials on 4,292,555 cars, equal to 83.28 percent of its production. This was up from 82.35 percent, or 4,308,454 cars, during '78.

Ford Motor installed the steel radials on 2,469,737 cars, or 89.71 percent, of its production. This was up from 88.64 jercent, or 2,198,510 units in '78.

Chrysler Corp. was largely responsible for holding steel radials down, because of the company's sharper move into glass-belted radials.

Chrysler installed steel radials on only 9.95 percent of its cars, equal to 113,028 units. This was down from 16.30 percent, or 211,001 units in '78.

American Motors likewise equipped fewer cars with steel radials.

A total of 26,671 AMC cars, or 15.74 percent of its production, carried this type of tire. That was down from 47,462, or 34.43 percent, in '78.

Volkswagen equipped 96.1 percent of its domestically produced Rabbits—a total of 127,-

Continued on Page 38, Col. 1

## TIRE OPTIONS ON '79 MODELS

| | Steel Belted Radials | Percent of Output | Glass Belted Radials | Percent of Output | Bias Belted | Percent of Output | Whitewall and Raised Letter | Percent of Output |
|---|---|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 26,671 | 15.74 | 51,729 | 30.53 | 91,039 | 53.73 | 128,661 | 75.93 |
| Concord | 17,485 | 17.00 | 28,490 | 27.70 | 56,878 | 55.30 | 77,140 | 75.00 |
| Pacer | 2,309 | 22.60 | 7,906 | 77.40 | NA | ..... | 9,806 | 96.00 |
| Spirit | 6,877 | 12.20 | 15,333 | 27.20 | 34,161 | 60.60 | 41,715 | 74.00 |
| CHRYSLER CORP. | 113,028 | 9.95 | 931,971 | 82.04 | 90,966 | 8.01 | 1,039,758 | 91.53 |
| C-P Total | 73,779 | 10.58 | 573,312 | 82.21 | 50,255 | 7.21 | 647,482 | 92.85 |
| Horizon | 24,089 | 14.80 | 138,674 | 85.20 | NA | ..... | 162,763 | 100.00 |
| Voyager | 490 | 6.40 | 5,559 | 72.60 | 1,608 | 21.00 | NA | ..... |
| Volare | 8,178 | 3.90 | 152,861 | 72.90 | 48,647 | 23.20 | 180,330 | 86.00 |
| Cordoba | 10,386 | 11.80 | 77,629 | 88.20 | NA | ..... | 87,751 | 99.70 |
| Chrysler | 16,116 | 16.00 | 84,610 | 84.00 | NA | ..... | 90,452 | 89.80 |
| LeBaron | 14,520 | 11.30 | 113,979 | 88.70 | NA | ..... | 126,186 | 98.20 |
| Dodge Total | 39,249 | 8.95 | 358,659 | 81.77 | 40,711 | 9.28 | 392,276 | 89.43 |
| Omni | 20,656 | 14.60 | 120,821 | 85.40 | NA | ..... | 141,477 | 100.00 |
| St. Regis | 4,372 | 12.50 | 30,601 | 87.50 | NA | ..... | 32,419 | 92.70 |
| Diplomat | 5,085 | 8.10 | 57,696 | 91.90 | NA | ..... | 61,023 | 97.20 |
| Sportsman | 1,603 | 6.30 | 12,140 | 47.70 | 11,707 | 46.00 | NA | ..... |
| Aspen | 4,164 | 2.90 | 110,416 | 76.90 | 29,004 | 20.20 | 127,215 | 88.60 |
| Magnum | 3,369 | 11.10 | 26,985 | 88.90 | NA | ..... | 30,142 | 99.30 |
| FORD MOTOR | 2,469,737 | 89.71 | NA | ..... | 283,241 | 10.29 | 2,357,333 | 85.63 |
| Ford Division | 1,634,380 | 86.53 | NA | ..... | 254,434 | 13.47 | 1,564,373 | 82.82 |
| Pinto | 117,023 | 58.80 | NA | ..... | 81,995 | 41.20 | 129,360 | 65.00 |
| Must./Must. II | 254,146 | 68.70 | NA | ..... | 115,790 | 31.30 | 280,781 | 75.90 |
| Fairmont | 375,203 | 94.90 | NA | ..... | 20,164 | 5.10 | 326,968 | 82.70 |
| Club Wagon | 16,392 | 31.00 | NA | ..... | 36,485 | 69.00 | 25,645 | 48.50 |
| Granada | 182,376 | 100.00 | NA | ..... | NA | ..... | 160,126 | 87.80 |
| LTD II | 48,564 | 100.00 | NA | ..... | NA | ..... | 34,383 | 70.80 |
| T-Bird | 284,141 | 100.00 | NA | ..... | NA | ..... | 278,742 | 98.10 |
| Ford | 356,535 | 100.00 | NA | ..... | NA | ..... | 328,368 | 92.10 |
| L-M Division | 835,357 | 96.67 | NA | ..... | 28,807 | 3.33 | 792,960 | 91.76 |
| Bobcat | 50,266 | 100.00 | NA | ..... | NA | ..... | 40,062 | 79.70 |
| Capri | 89,988 | 81.70 | NA | ..... | 20,156 | 18.30 | 71,263 | 64.70 |
| Zephyr | 116,726 | 93.10 | NA | ..... | 8,651 | 6.90 | 114,595 | 91.40 |
| Monarch | 75,879 | 100.00 | NA | ..... | NA | ..... | 70,567 | 93.00 |
| Cougar/XR-7 | 172,152 | 100.00 | NA | ..... | NA | ..... | 169,225 | 98.30 |
| Mercury | 140,800 | 100.00 | NA | ..... | NA | ..... | 137,702 | 97.80 |
| Lincoln | 92,600 | 100.00 | NA | ..... | NA | ..... | 92,600 | 100.00 |
| Versailles | 21,007 | 100.00 | NA | ..... | NA | ..... | 21,007 | 100.00 |
| Mark V | 75,939 | 100.00 | NA | ..... | NA | ..... | 75,939 | 100.00 |
| GEN. MOTORS | 4,292,555 | 83.28 | 598,293 | 11.61 | 263,464 | 5.11 | 4,900,697 | 95.08 |
| Buick Division | 687,215 | 94.49 | 15,994 | 2.20 | 24,066 | 3.31 | 708,298 | 97.39 |
| Skyhawk | 19,251 | 83.28 | NA | ..... | 3,888 | 16.80 | 20,085 | 86.80 |
| Skylark | 8,848 | 30.50 | NA | ..... | 20,178 | 69.50 | 28,115 | 96.90 |
| Century | 43,295 | 77.50 | 12,542 | 22.50 | NA | ..... | 51,093 | 91.50 |
| Regal | 273,365 | 100.00 | NA | ..... | NA | ..... | 269,297 | 98.50 |
| Buick | 290,275 | 98.80 | 3,452 | 1.20 | NA | ..... | 287,527 | 97.90 |
| Riviera | 52,181 | 100.00 | NA | ..... | NA | ..... | 52,181 | 100.00 |
| Cadillac Division | 381,113 | 100.00 | NA | ..... | NA | ..... | 381,113 | 100.00 |
| Seville | 53,487 | 100.00 | NA | ..... | NA | ..... | 53,487 | 100.00 |
| Cadillac | 260,190 | 100.00 | NA | ..... | NA | ..... | 260,190 | 100.00 |
| Eldorado | 67,436 | 100.00 | NA | ..... | NA | ..... | 67,436 | 100.00 |
| Chevrolet Division | 1,615,409 | 71.20 | 516,490 | 22.76 | 130,928 | 6.04 | 2,116,497 | 93.29 |
| Chevette | 30,679 | 9.00 | 310,198 | 91.00 | NA | ..... | 314,970 | 92.40 |
| Monza | 47,710 | 29.10 | NA | ..... | 116,243 | 70.90 | 157,723 | 96.20 |
| Camaro | 275,517 | 97.50 | NA | ..... | 7,065 | 2.50 | 272,692 | 96.50 |
| '80 Citation | 100,128 | 53.50 | 87,101 | 46.50 | NA | ..... | 159,340 | 89.10 |
| Sportvan | 11,935 | 43.90 | 1,631 | 6.00 | 13,620 | 50.10 | 16,529 | 60.80 |
| Malibu/Chevelle | 265,207 | 70.20 | 112,581 | 29.80 | NA | ..... | 341,898 | 90.50 |
| Monte Carlo | 282,163 | 100.00 | NA | ..... | NA | ..... | 277,648 | 98.40 |
| Chevrolet | 548,263 | 99.10 | 4,979 | 0.90 | NA | ..... | 524,473 | 94.80 |
| Corvette | 53,807 | 100.00 | NA | ..... | NA | ..... | 51,224 | 95.20 |
| Oldsmobile Division | 970,502 | 95.91 | 15,225 | 1.50 | 26,178 | 2.59 | 953,365 | 94.21 |
| Starfire | 5,593 | 27.60 | NA | ..... | 14,706 | 72.40 | 14,706 | 72.40 |
| Omega 79-80 | 4,027 | 27.20 | NA | ..... | 10,784 | 72.80 | 14,456 | 97.60 |
| Cutlass | 492,276 | 97.00 | 15,225 | 3.00 | NA | ..... | 484,171 | 95.60 |
| Oldsmobile | 418,550 | 99.80 | NA | ..... | 688 | 0.20 | 388,976 | 92.80 |
| Toronado | 50,056 | 100.00 | NA | ..... | NA | ..... | 50,056 | 100.00 |
| Pontiac Division | 638,316 | 83.42 | 50,574 | 6.61 | 76,292 | 9.97 | 741,424 | 96.90 |
| Sunbird | 33,818 | 34.58 | NA | ..... | 63,952 | 65.41 | 95,930 | 98.12 |
| '79 Phoenix | 12,560 | 50.44 | NA | ..... | 12,340 | 49.56 | 24,150 | 96.99 |
| Firebird | 204,281 | 96.61 | 7,173 | 3.39 | NA | ..... | 202,721 | 95.87 |
| LeMans | 70,270 | 62.35 | 42,433 | 37.65 | NA | ..... | 106,763 | 94.73 |
| Grand Prix | 139,165 | 100.00 | NA | ..... | NA | ..... | 136,827 | 98.32 |
| Pontiac | 178,222 | 99.46 | 968 | 0.54 | NA | ..... | 175,033 | 97.68 |
| VOLKSWAGEN | 127,714 | 96.10 | NA | ..... | 5,108 | 3.80 | NA | ..... |
| Total Cars, U.S. | 7,029,705 | 75.22 | 1,581,983 | 16.93 | 733,818 | 7.85 | 8,426,449 | 90.17 |

NOTE: Installation numbers are based on U.S. production only, with the exception of Chrysler's Cordoba and Magnum which were only sourced in Canada. The '79 production total was 9,345,506 cars. This includes 5,154,302 for General Motors, 2,752,978 for Ford Motor, 1,135,965 for Chrysler Corp., 169,439 for American Motors and 132,822 for Volkswagen.

The Chrysler total includes 88,015 Cordobas and 30,354 Magnums built in Canada. It excludes 9,949 Caravelles, sourced in the U.S., but sold only in Canada.

**The GM total includes 727,275 Buick Division models, 381,113 Cadillac Division models, 2,268,827 Chevrolet Division models, 1,011,905 Oldsmobile Division models, 765,182 Pontiac Division models.

Production base for Pontiac includes 24,900 '79-model only Pontiac Phoenix. Base for Buick includes 29,026 '79-model-only Buick Skylarks. Oldsmobile includes 14,811 '79-model-only Omegas. Chevrolet includes 187,229 Citations built in the '79 model year, but registered as '80 models. Chevrolet discounted Nova in reporting installation rates.

**Steel-belted units on 75 pct. of '79 U. S. cars**

# Radials dominate OE tire usage

Continued from Page 30

714 cars—with steel radial tires.

Fiberlass-belted tires showed a very sharp increase.

Industrywide, auto firms equipped 16.93 percent of their cars, some 1,581,983 units, with glass-belted radials.

At GM, these tires accounted for 598,283 units, equal to 11.61 percent of the firm's output. That was up sharply from 177,132, or 3.39 percent, in '78.

Ford Motor didn't offer fiberglass radials last year.

At Chrysler Corp., however, glass-belted radials went on 82.04 percent of company production, equal to 931,971 units. That was up sharply from 49.13 percent, or 635,895 units, in '78.

AMC installed glass belted radials on 51,729 cars, or 30.53 percent, of production. That was up from 19,667, or 14.27 percent, in '78.

Like Ford, Volkswagen didn't offer glass-belted radials.

The bias-belted fiberglass tire seems clearly headed for extinction in view of the fuel-improving qualities that radials offer.

Industrywide, bias-belted tires accounted for only 7.85 percent of production, or 733,818 units. This was down from 16.03 percent, or 1,465,733 units, in '78.

GM installed bias-belted tires on 263,464 cars, equal to 5.11 percent of production. This was down from 746,368, or 14.26 percent, in '78.

Ford Motor installed the tires on 283,241 cars, equal to 10.29 percent of production. This was down from 11.36 percent, or 281,783 units, in '78.

Chrysler Corp. installed the tires on 90,966 cars, equal to 8.01 percent of production. This was down sharply from 437,536, or 33.81 percent, in '78.

American Motors installed the tires on 91,039 cars, equal to 53.73 percent, of production. This was up from 56 units, or 0.04 percent, in '78. Reason for the increase was that AMC dropped the bias-ply polyester tire which it had offered in '78.

Volkswagen installed 5,108 sets of bias-belted tires on 3.80 percent of its Rabbits.

• White sidewall and lettered tires ended up on 90.17 percent of '79 domestic cars, equal to 8,426,449 units. That was almost equal to the 90.94 percent rate, or 8,315,505 units of '78.

GM installed the decorative tires on 4,900,697 cars, equal to 95.08 percent of production. That was up from 4,791,577 cars, or 91.58 percent, in '78.

Ford Motor installed the tires on 2,357,333, or 85.63 percent, of its cars. That was down from 90.58 percent, or 2,246,726 units, in '78.

Chrysler installed the tires on 1,039,758 cars, or 91.53 percent, of production. That was up from 90.40 percent, or 1,170,027, or 90.40 percent, in '78.

AMC installed the tires on 128,661 units, equal to 75.93 percent of production. That compared with the 77.74 percent, or 107,175 units, of '78.

Volkswagen didn't put anything but blackwalls on its domestic Rabbits.

# factories list auction dates

### American Motors

Jan. 30—Dallas Auto Auction, Grand Prairie, Tex.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

AMC sales are open to all dealers.

### Chrysler Corp.

Jan. 28—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Jan. 29—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Metro Auto Auction of Kansas City, 101 W. Oldham, Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Jan. 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.

Jan. 31—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Chrysler sales are restricted to Chrysler Corp. dealers.

### Ford Motor Co.

Jan. 29—Colorado Auto Auction, 6955 E. 50th Ave., Denver.

Jan. 30 — South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; California Dealers Exchange, 1320 N. Tustin Ave., Anaheim, Calif.

Jan. 31—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

### Used car sales

**Auction averages**

| | |
|---|---|
| January to date | $3,139 |
| Month ago | $3,300 |
| Year ago | $3,412 |

### Model breakdown

**Auction averages**

| | January to Date | Dec. | Nov. |
|---|---|---|---|
| 1980 | $5,942 | | |
| 1979 | 5,588 | $5,608 | $5,566 |
| 1978 | 3,616 | 3,741 | 4,028 |
| 1977 | 2,758 | 3,043 | 3,179 |
| 1976 | 2,241 | 2,297 | 2,433 |
| 1975 | 1,766 | 1,828 | 1,870 |
| 1974 | 1,412 | 1,409 | 1,450 |
| 1973 | 1,128 | 1,120 | 1,106 |
| Overall Average | $3,139 | $3,262 | $3,293 |

### Basil buys Olds deal

TONAWANDA, N.Y. — Manarina Oldsmobile, Inc., City of Tonawanda, has been sold by its president, Joseph A. Manarina, to Joseph F. Basil Jr. The dealership will be renamed Basil Oldsmobile, Inc.

# used-car auction directory

Display Rates: $48.00 per column inch (minimum space, 1 inch on 1 column.) Listing Rates: (maximum: Four lines of type - 1 time, $12; 13-times, $10.50; 26-times, $9.00; 52-times, $8.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

#### NEW MEXICO

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#### NEW JERSEY

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4 LANE SELLING EVERY TUESDAY!
At 11:30 A.M. licensed new & used car dealers from all surrounding states are invited & welcome to buy & sell. We sell for the country's leading leasing companies, national fleets, New Jersey Bell and Ford Motor Credit Company. No house cars.

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MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday, 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

#### OHIO

**Wednesday Auto Auction.** Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

#### NEW JERSEY

**So. Jersey Dealers Auto Auctions, Inc.** I-295 & Swedesboro Ave., Mickleton, NJ 08056. (609) 423-3333. Sale starts 11 a.m. every Thurs. America's new & beaut. 4 lane sale.

#### ARIZONA

**Southwest Auto Auction.** Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix. 602-894-2211.

#### CALIFORNIA

**Oakland Auto Auction,** 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

#### COLORADO

**Denver Auto Auction,** 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday. 303-761-1410, 303-761-1459.

#### NEW YORK

**Tri-State Auto Auction,** Cicero, N.Y. Sale every Weds., 6:30 p.m. Just no. of Syracuse., Rte. 81, Ex. 30. 3 action packed lanes, 500 cars each wk. 1-315-699-2792.

#### MISSOURI

**Joplin Auto Auction, Inc.** Sale Friday at 7 P.M. 2700 E. 32nd St., Joplin, Missouri. 417-624-4216, Earl Howard. 20 years same location.

#### SOUTH CAROLINA

**Bruce Auto Auction & Recon Center—Fleet** and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

**Automotive News Want Ads Bring Results**

# Mid-month new-car sales plunge 33 pct. to 150,326

By Jenny L. King
Staff Writer

Mid-January domestic new-car sales plunged 33.05 percent as the ghost of the 1979 sales slump reappeared in the new year. Sales totaled 150,326, down from 224,530 last Jan. 11-20, and not too far from the period low for the past decade, 131,132 in 1975.

On a daily-rate basis the picture wasn't quite so calamitous. There were eight selling days this year compared with nine a year ago, and the daily rate of 18,791 was down 24.68 percent from 24,948.

Year-to-date sales totaled 310,326, which is 21.35 percent behind last year's stronger-paced 394,565. In 1978 sales for the first two periods in January stood at 326,981.

Each of the Big Three U. S. auto makers reported sales declines. General Motors sales dipped 32.05 percent, to 93,017 from 136,898. Ford Motor Co. tumbled 39.69 percent, to 35,157 from 58,291, and Chrysler Corp. sales were off 35.38 percent, to 14,470 from 22,394.

Volkswagen of America sales climbed 6.44 percent, to 3,882 from 3,647. Estimated American Motors sales were 3,800 units, up 15.15 percent from 3,300.

• In spite of a 32-percent sales drop, GM held on to its 60 percent of the domestic market. GM earned 61.87 percent, up from 60.97. Ford slipped to 23.39 percent from 25.96 percent. Chrysler sales accounted for 9.63 percent, down from 9.97 percent.

VWoA increased its share of the market to 2.58 percent from 1.63 percent, and AMC earned an estimated 2.53 percent, up from 1.47 percent.

All makes other than AMC and Volkswagen reported sales declines, ranging from 3.71 percent at Buick to 58.31 percent at Lincoln.

Lincoln-Mercury Division sales were off 50.17 percent, to 10,004 from a record 20,075. Chrysler sales dropped 51.72 percent and Chevrolet sales plunged 41.38 percent. Buick was the only make to come close to its 1979 mark (19,622 compared with 20,378). All others were down from 23 percent to 58 percent.

Top-selling nameplate was Chevrolet Chevette at 7,611, followed by Chevrolet Citation, 7,096; Ford Fairmont, 6,405; standard Chevrolet, 6,376, and Oldsmobile Cutlass Supreme, 5,795. A year ago, the top five were standard Chevrolet, Chevrolet Malibu, Oldsmobile Cutlass Supreme, Chevrolet Monte Carlo and standard Ford.

## DOMESTIC SALES

| | Jan. 11-20, 1980 | Jan. 11-20, 1979 |
|---|---|---|
| AMERICAN MOTORS | 3,800† | 3,300† |
| Chrysler | 3,075 | 6,369 |
| Plymouth | 5,476 | 7,105 |
| Dodge | 5,919 | 8,920 |
| CHRYSLER CORP. | 14,470 | 22,394 |
| Ford | 25,153 | 38,216 |
| Mercury | 7,830 | 14,860 |
| Lincoln | 2,174 | 5,215 |
| FORD MOTOR | 35,157 | 58,291 |
| Buick | 19,622 | 20,378 |
| Cadillac | 6,218 | 9,047 |
| Chevrolet | 35,165 | 59,988 |
| Oldsmobile | 18,417 | 25,935 |
| Pontiac | 13,595 | 21,550 |
| GENERAL MOTORS | 93,017 | 136,898 |
| VOLKSWAGEN | 3,882 | 3,647 |
| INDUSTRY TOTAL | 150,326 | 224,530 |

†—Estimated

U. S. car production rises for week

# Output boosted by Chrysler, Ford

By Michele Raquepau
Staff Writer

Scheduled production of cars last week rose over the previous week because of increased production by Ford Motor Co. and Chrysler Corp., but both companies still are far behind General Motors.

The 118,077 units built last week was an increase of 24.87 percent over the 94,559 built the previous week, but a drop of 34.13 percent from the comparable 1979 week.

Chrysler produced 13,240 cars last week to bring its share of the week's production to 11.22 percent. Ford built 19,794 units last week for a 16.76 percent share of the total.

The weekly breakdown for the other auto makers was: GM, 68.72 percent; American Motors, 3.22 percent, and Checker, 0.8 percent. Volkswagen of America built no cars because of a stamping plant strike.

The 413,228 combined total of cars built so far this year is 39.08 percent below the 678,277 built by Jan. 27, 1979.

GM's Tarrytown, Willow Run and St. Louis Corvette points worked six days last week. The Buick plant in Flint ran four days. Pontiac and the adjoining Fisher Body plant was down last week as was Fremont. Fremont has been closed to change the paint system and is scheduled to reopen today (Jan. 28).

In Lansing, the Oldsmobile B and C lines were down last week but the Cutlass line was functioning.

Ford will suspend passenger-car operations at San Jose, Atlanta, Chicago and Louisville for two weeks beginning today (Jan. 28), because of a supplier strike and to balance dealer inventories. In addition, passenger-car operations remain down at St. Louis, Metuchen and Wixom.

All Chrysler and AMC plants will be working this week with no overtime scheduled.

The VWoA Westmoreland point is still shut down because of a strike at its South Charleston stamping plant but a vote on a tentative contract agreement was scheduled for last Thursday.

# Pontiac grooms two-seater as mid-engine commuter car

Continued from Page 1

inches, be about 70 inches wide and tip the scales at 2,200 to 2,300 pounds. It will be offered in both notchback and fastback versions, sources agreed, and will deliver at least 40 miles per gallon.

Standard powertrain will be the Pontiac-built 2.5-liter (151-CID) inline four-cylinder engine, the same powerplant that is standard in GM's front-wheel-drive X-body models.

In the commuter car, the engine will be moved back to a position just ahead of the rear wheels, but will not be turned around as previously reported.

Four-speed and automatic transmissions will be offered.

The car is also a candidate for an electric motor, according to one dealer source. Pontiac, however, just recently announced that it would double its capacity to build the 2.5-liter engine by the end of the 1982 model year. Pontiac explained that the increase is necessary to help fill anticipated rising demand for that L-4 engine.

An optional turbocharged version of the 2.5-liter engine could also be offered in the commuter car. In addition, Pontiac engineers are working on a sportier, high-performance version of the commuter, probably the fastback model, that will use a turbocharged version of the Chevy-built 2.8-liter (176-CID) engine currently used in the front-drive X cars.

Both turbocharged engines are known to be in the development stages, with applications in various GM models as early as the 1982 model year.

The high-performance version of the commuter has been described as a GTO-type vehicle, an "American version of the (Fiat) X1/9."

MacPherson struts will probably suspend the commuter's front end, while a Chapman strut design is likely at the rear of the car.

Although engineering work may be handled exclusively by Pontiac, one dealer said the model will probably be a "two-division" car. Chevrolet may be the second GM division to offer the model, though it could be a Pontiac exclusive during the first model year, he said.

Initial output, sources say, is targeted at 200,000 cars per year, moving up to 400,000 units annually if offered by both Pontiac and Chevrolet. GM is said to be seriously considering the Lordstown (O.) plant, currently building vans and Monza/Sunbird models, as the sourcing point for the new commuter car.

Information from GM sources in recent months indicated that the commuter car had been scotched by management for several reasons. Now, the need for a vehicle that can compete directly with high-mileage imports is greater, sources said, and the commuter-car project will probably get GM's management approval.

# Truck production rises for week but trails 1979

U. S. truck production of 33,023 units last week was an increase of 14.68 percent over the 28,797 assembled the previous week but was far less than comparable 1979 levels.

Last week's figure compared with the same week one year ago shows a 58.93 percent reduction in units produced. The year-to-date figure of 164,182 trucks assembled lags 38.95 percent behind the 365,217 built by Jan. 27, 1979.

General Motors is closing its Lordstown van line today (Jan. 28) until Feb. 11. The shutdown will affect 1,300 workers.

Ford's Lorain and the adjoining Avon Lake truck plants are down this week.

All Chrysler truck plants are scheduled to work as of today (Jan. 28).

Volkswagen of America's Westmoreland plant was down last week because of a parts shortage caused by a strike at its South Charleston stamping plant but a contract ratification vote was scheduled for last Thursday.

International Harvester continues to be on strike.

# Car, truck totals in Canada show big dips from '79

Canadian car and truck production was down again last week as a result of slow sales in the U. S., cutting current figures to less than half the year-ago levels.

Car production planned was 8,857 units, a drop of 44.94 percent from the 16,086 built the previous week. Compared with the 23,515 autos assembled last year in the same week, production was off 62.33 percent.

Planned truck production of 7,716 declined 20.58 percent from the 9,716 built the previous week and 51.04 percent from the comparable week last year.

The Chrysler Windsor car assembly plant and the Pillette Rd. truck plant were closed last week to diminish inventories, but both are scheduled to resume work today (Jan. 28).

The American Motors Jeep plant closed Jan. 21 and will resume work Feb. 4 with a shift reduction. Elimination of the second shift will idle 170 workers indefinitely and cut production from 208 to 176 units a day.

General Motors dropped the second shift at its Oshawa plant last week placing 6,500 people on indefinite layoff. Today (Jan. 28) GM is planning to reduce the number of workers on both lines. The cuts will idle 1,927 workers on line Number One and 1,284 people from line Number Two.

Ford Motor Co. is scheduled to close Oakville today (Jan. 28) to cut inventories.

## U. S. CAR PRODUCTION

| | Week Ended Jan. 26, 1980 | Same Week 1979 | Week Ended Jan. 19, 1980 | Jan. to Date | Jan. 1 to Jan. 27, 1979 | Jan. 1 to Jan. 26, 1980 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 3,800* | ..... | 3,800* | 11,400* | 5,116 | 11,400* |
| Gremlin | ..... | ..... | ..... | ..... | ..... | ..... |
| Eagle | ..... | ..... | ..... | ..... | ..... | ..... |
| Concord | ..... | ..... | ..... | ..... | ..... | ..... |
| '78 AMX | ..... | ..... | ..... | ..... | ..... | ..... |
| Pacer | ..... | ..... | ..... | ..... | ..... | ..... |
| Matador | ..... | ..... | ..... | ..... | ..... | ..... |
| Spirit | ..... | ..... | ..... | ..... | ..... | ..... |
| CHRYSLER CORP. | 13,240 | 14,107 | 6,120 | 32,779 | 64,264 | 32,779 |
| Plymouth Total | 5,450 | 5,788 | 3,190 | 14,721 | 22,108 | 14,721 |
| Horizon | 3,170 | 3,671 | 3,190 | 11,432 | 12,585 | 11,432 |
| Volare | 1,750 | 2,117 | ..... | 2,219 | 9,365 | 2,219 |
| '80 Gran Fury | 370 | ..... | ..... | 910 | ..... | 910 |
| Caravelle | 160 | ..... | ..... | 160 | 158 | 160 |
| Chrysler Total | 2,540 | 2,893 | ..... | 3,879 | 16,263 | 3,879 |
| Chrysler | 800 | 2,893 | ..... | 2,139 | 9,158 | 2,139 |
| LeBaron | 1,740 | ..... | ..... | 1,740 | 7,105 | 1,740 |
| Dodge Total | 5,250 | 5,426 | 2,930 | 14,179 | 25,893 | 14,179 |
| Omni | 2,840 | 2,771 | 2,930 | 10,490 | 9,709 | 10,490 |
| St. Regis | 400 | 1,174 | ..... | 1,117 | 5,729 | 1,117 |
| Diplomat | 760 | ..... | ..... | 760 | 3,787 | 760 |
| Aspen | 1,250 | 1,481 | ..... | 1,812 | 6,668 | 1,812 |
| FORD MOTOR | 19,794 | 53,997 | 9,780 | 63,441 | 205,560 | 63,441 |
| Ford Division | 17,028 | 34,145 | 4,596 | 47,128 | 131,017 | 47,128 |
| Pinto | ..... | 3,399 | ..... | 2,262 | 11,733 | 2,262 |
| Mustang II/Mustang | 1,659 | 8,360 | 1,759 | 11,383 | 30,540 | 11,383 |
| Fairmont | 2,782 | 4,183 | ..... | 9,575 | 16,203 | 9,575 |
| Granada | 3,548 | 3,779 | ..... | 5,573 | 15,298 | 5,573 |
| LTD II | ..... | 612 | ..... | ..... | 3,563 | ..... |
| Thunderbird | 3,919 | 6,436 | 2,837 | 10,359 | 21,695 | 10,359 |
| Ford | 5,120 | 7,376 | ..... | 7,976 | 31,985 | 7,976 |
| L-M Division | 2,766 | 19,852 | 5,184 | 16,313 | 74,543 | 16,313 |
| Mercury Total | 2,538 | 15,511 | 2,062 | 11,544 | 57,150 | 11,544 |
| Bobcat | ..... | 976 | ..... | 174 | 3,336 | 174 |
| Capri | 456 | 2,472 | 364 | 1,706 | 7,036 | 1,706 |
| Zephyr | 1,058 | 1,194 | ..... | 3,197 | 5,239 | 3,197 |
| Monarch | 1,024 | 1,991 | ..... | 1,739 | 8,620 | 1,739 |
| Cougar/XR7 | ..... | 4,973 | 1,698 | 3,177 | 17,700 | 3,177 |
| Mercury | ..... | 3,905 | ..... | 1,551 | 15,219 | 1,551 |
| Lincoln Total | 228 | 4,341 | 3,122 | 4,769 | 17,393 | 4,769 |
| Lincoln | ..... | 2,062 | 1,248 | 2,527 | 8,267 | 2,527 |
| Versailles | 228 | 591 | ..... | 368 | 2,348 | 368 |
| Mark VI | ..... | 1,688 | 1,874 | 1,874 | 6,778 | 1,874 |
| GENERAL MOTORS | 81,143 | 108,762 | 74,779 | 302,967 | 393,936 | 302,967 |
| Buick Division | 16,031 | 15,085 | 14,145 | 57,569 | 58,432 | 57,569 |
| Skyhawk | ..... | 407 | ..... | ..... | 1,674 | ..... |
| Skylark/'79-'80 | 5,111 | ..... | 4,588 | 18,331 | ..... | 18,331 |
| Century | 2,677 | 1,115 | 2,813 | 9,538 | 4,162 | 9,538 |
| Regal | 3,403 | 5,776 | 3,498 | 12,211 | 21,151 | 12,211 |
| Buick | 3,550 | 6,229 | 1,942 | 12,840 | 25,943 | 12,840 |
| Riviera | 1,290 | 7,558 | 1,304 | 4,649 | 5,502 | 4,649 |
| Cadillac Division | 7,047 | 10,336 | 2,494 | 20,642 | 34,187 | 20,642 |
| Seville | 1,185 | 1,592 | 1,212 | 4,249 | 5,038 | 4,249 |
| Cadillac | 4,617 | 6,673 | ..... | 11,926 | 21,816 | 11,926 |
| Eldorado | 1,245 | 2,071 | 1,282 | 4,467 | 7,333 | 4,467 |
| Chevrolet Division | 35,790 | 45,273 | 34,532 | 130,272 | 165,739 | 130,272 |
| Chevette | 8,910 | 7,065 | 8,627 | 32,220 | 24,691 | 32,220 |
| Monza | 3,095 | 3,166 | 3,246 | 11,248 | 12,776 | 11,248 |
| Camaro | 3,095 | 6,801 | 2,736 | 9,570 | 23,615 | 9,570 |
| Nova/Citation | 9,225 | 286 | 9,607 | 34,454 | 300 | 34,454 |
| Malibu | 2,800 | 9,109 | 2,751 | 14,427 | 32,865 | 14,427 |
| Monte Carlo | 1,545 | 6,933 | 1,580 | 8,736 | 25,495 | 8,736 |
| Chevrolet | 6,120 | 10,939 | 4,836 | 15,869 | 42,253 | 15,869 |
| Corvette | 1,000 | 974 | 1,149 | 3,748 | 3,774 | 3,748 |
| Oldsmobile Division | 13,032 | 21,983 | 15,068 | 54,427 | 77,156 | 54,427 |
| Starfire | ..... | 389 | ..... | ..... | 1,468 | ..... |
| Omega/'79-'80 | 2,642 | ..... | 2,441 | 8,041 | ..... | 8,041 |
| Cutlass | 6,670 | 10,295 | 6,825 | 24,819 | 34,285 | 24,819 |
| Oldsmobile | 2,690 | 4,741 | 4,747 | 17,872 | 35,655 | 17,872 |
| Toronado | 1,030 | 1,558 | 1,055 | 3,695 | 5,748 | 3,695 |
| Pontiac Division | 9,243 | 16,085 | 8,540 | 40,057 | 58,422 | 40,057 |
| Acadian† | 290 | 364 | 292 | 876 | 1,246 | 876 |
| Sunbird | 3,305 | 2,131 | 3,029 | 10,920 | 7,045 | 10,920 |
| Phoenix/'79-'80 | 2,552 | ..... | 2,724 | 9,620 | ..... | 9,620 |
| Firebird | 2,346 | 5,024 | 2,055 | 7,020 | 17,897 | 7,020 |
| LeMans | 430 | 2,317 | 440 | 3,003 | 8,599 | 3,003 |
| Grand Prix | ..... | 2,131 | ..... | 3,844 | 7,889 | 3,844 |
| Pontiac | 320 | 4,118 | ..... | 4,774 | 15,746 | 4,774 |
| VOLKSWAGEN | ..... | 2,323 | ..... | 2,531 | 8,989 | 2,531 |
| CHECKER | 100 | 65 | 80 | 180 | 412 | 180 |
| Total Cars, U. S. | 118,077 | 179,254 | 94,559 | 413,298 | 678,277 | 413,228 |

## CANADIAN CAR PRODUCTION

| | Week Ended Jan. 26, 1980 | Same Week 1979 | Week Ended Jan. 19, 1980 | Jan. to Date | Jan. 1 to Jan. 27, 1979 | Jan. 1 to Jan. 26, 1980 |
|---|---|---|---|---|---|---|
| CHRYSLER CORP. | ..... | 4,443 | 3,289 | 7,505 | 16,688 | 7,505 |
| FORD MOTOR | 600 | 6,554 | 486 | 5,288 | 25,240 | 5,288 |
| GENERAL MOTORS | 8,032 | 12,338 | 12,086 | 39,316 | 49,252 | 39,316 |
| VOLVO | 225 | 180 | 225 | 810 | 684 | 810 |
| Total Cars, Canada | 8,857 | 23,515 | 16,086 | 52,919 | 91,864 | 52,919 |
| N. American Cars | 126,934 | 202,769 | 110,645 | 466,217 | 770,141 | 466,217 |
| N. American Trucks | 40,739 | 96,164 | 38,513 | 164,182 | 365,217 | 164,182 |
| North American Cars and Trucks | 167,673 | 298,933 | 149,158 | 630,399 | 1,135,358 | 630,399 |

†—All Acadians are built for sale in Canada. *—Estimated.

## TRUCK PRODUCTION IN U. S.†

| | Week Ended Jan. 26, 1980 | Same Week 1979 | Week Ended Jan. 19, 1980 | Jan. to Date | Jan. 1 to Jan. 27, 1979 | Jan. 1 to Jan. 26, 1980 |
|---|---|---|---|---|---|---|
| CHEVROLET | 12,875 | 24,050 | 13,285 | 47,207 | 91,141 | 47,207 |
| DODGE/PLYMOUTH | 4,600 | 12,496 | 1,271 | 9,842 | 46,830 | 9,842 |
| FORD | 7,306 | 27,004 | 7,054 | 42,536 | 109,539 | 42,536 |
| GMC | 3,672 | 8,144 | 2,889 | 12,895 | 27,763 | 12,895 |
| INTERNATIONAL | ..... | 3,016 | ..... | ..... | 10,751 | ..... |
| MACK | 620 | 773 | 348 | 1,867 | 2,668 | 1,867 |
| WHITE | 200 | 371 | 200 | 655 | 1,191 | 655 |
| JEEP | 2,500* | 3,300 | 2,500* | 9,000 | 12,540 | 9,000 |
| AM CORP. | 450* | 350 | 450* | 1,622 | 1,438 | 1,622 |
| VOLKSWAGEN | ..... | 5,893 | 1,468 | 360 | ..... | 360 |
| MISCELLANEOUS | 800 | 900 | 800 | 2,940 | 3,600 | 2,940 |
| Total Trucks, U. S. | 33,023 | 80,404 | 28,797 | 128,924 | 307,461 | 128,924 |

## CANADIAN TRUCK PRODUCTION

| | Week Ended Jan. 26, 1980 | Same Week 1979 | Week Ended Jan. 19, 1980 | Jan. to Date | Jan. 1 to Jan. 27, 1979 | Jan. 1 to Jan. 26, 1980 |
|---|---|---|---|---|---|---|
| CHRYSLER CORP. | ..... | 2,137 | ..... | ..... | 7,574 | ..... |
| FORD MOTOR | 3,208 | 5,061 | 2,852 | 11,866 | 19,088 | 11,866 |
| GENERAL MOTORS | 3,918 | 6,547 | 5,551 | 19,355 | 24,192 | 19,355 |
| AMERICAN MOTORS | ..... | 1,448 | 1,060 | 2,756 | 4,676 | 2,756 |
| INTERNATIONAL | 465 | 402 | 152 | 861 | 1,626 | 861 |
| MACK | 60 | 80 | 63 | 217 | 297 | 217 |
| WHITE | 65 | 85 | 38 | 203 | 303 | 203 |
| Total Trucks, Canada | 7,716 | 15,760 | 9,716 | 35,258 | 57,756 | 35,258 |
| N. American Trucks | 40,739 | 96,164 | 38,513 | 164,182 | 365,217 | 164,182 |

. Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
**—Revised †—Now includes van production.

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# Automotive News

Detroit, February 4, 1980

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## Son of Eagle

***AMC's got the 4WD Spirit***

Here are prototypes of American Motors' new four-wheel-drive Spirit sedan, above, and hatchback, due as 1981 models. The car is known internally as the "Eaglet," though the badge name has not yet been chosen. It may use the Eagle's 258-CID engine and fulltime 4WD system, although a smaller engine and part-time 4WD may also be in the works.

# EPA plans to crack down on loopholes in MPG test

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Tough new enforcement procedures aimed at closing loopholes in EPA's fuel-economy testing program look to be in the wind for the auto industry.

This emerged in the wake of Congressional hearings exposing a potential one-million-barrel-per-day shortfall in projected energy savings by 1985 because of faults in the EPA program.

For the automakers, that could mean a loss of one or more tenths of a mile per galion in Corporate Average Fuel Economy and millions of dollars hard won since the inception of the regimen in 1975.

EPA Administrator Douglas Costle told the House subcommittee on Environment, Energy and National Resources that his agency already had plans to crack down on the car builders exploiting the test procedures.

This effort, he said, would result in a decrease in the spread between the EPA-measured and actual fuel economy of today's cars; a spread that the Department of Energy believes has already reached 20 percent.

Ford Motor Co. and General Motors, expected to have a very different view of this development, were to testify before the committee as AUTOMOTIVE NEWS went to press.

• Accuracy of EPA's fuel-economy measurements has been a point of nearly constant contention since the agency began doing the work in 1975.

Done as part of the agency's emissions-testing program, the city driving, highway driving and combined fuel economy of representative vehicles is tested on a dynamometer under controlled conditions. EPA never has represented this method to be perfectly reflective of actual driving and everyone had been generally content to use the fuel economy number for comparative purposes, as EPA recommended, until recently when the usual 5-percent disparity between the EPA number and the actual came to be more like 10 percent and then 20 percent and now, in the case of some high-mileage cars, as much as 30 percent.

According to Barry McNutt, of the DOE, if the present trend continues, on-road fuel economy of new light-duty vehicles in 1985 will be 21.3 MPG not 27.5 MPG as required and only a 53-percent improvement over 1975 fuel economy levels of 13.8 MPG and not the 100 percent increase sought by Congress through the Energy Policy and Conservation Act.

McNutt says the projected on-road fuel economy of the entire in-use fleet of light-duty vehicles in 1985 will be 17.6 MPG, or a 29 percent increase over 1975. That means the nation will be 15 billion gallons short of its goal if the present trend continues, McNutt says.

The energy subcommittee

Continued on Page 45, Col. 3

# Chrysler dealers flock to join guarantee plan

By Joseph Bohn
Marketing Editor

Chrysler's unprecedented "guarantees" program got off to a fast start, with 86 percent of dealers signing up for it at meetings last Monday and Tuesday.

"Across the country meeting attendance and sign-up rates were unbelievable," said Jack Givens, marketing director. "Normally, you're doing well to get 70 percent of the dealers to commit to any program on the spot."

In major cities like Detroit, Chicago and Los Angeles, sign-ups ran 90 percent—in Kansas City and Denver, 100 percent.

Chrysler managed to build enough flexibility into its program to allay dealers' fears — giving them some maneuverability while holding out the promise of higher sales and more backshop business.

For example, a customer must present free and clear title to his new car within 30 days to get his refund. In Michigan, that might entail a few phone calls, paying off any liens at the bank, perhaps even driving to Lansing for a quick title pickup.

It's enough to slow down insincere buyers.

Cars aren't returnable if neglected or repaired improperly (a fender painted over), etc.

• Dealers also have some other important safety valves.

For example, they'll be allowed to re-floorplan returned vehicles at 95 percent of invoice (Chrysler absorbs the other 5 percent) at the going floorplan rate for new cars.

"We're still paying interest on the car; but it won't sink you from a cash flow standpoint," observed one dealer.

There's also an important stipulation that frees dealers from having to hold a person's tradein, or worry about losing money on it in case of the new car coming back.

Customers must sign an agreement up front which states ex-

Continued on Page 45, Col. 1

# breaking news

### Bristol prepares to enter U. S. market

NEW YORK. — Bristol Cars has imported its first two handbuilt, aluminum-bodied 412-USA convertibles, which will retail for about $89,950 when EPA certification papers arrive. Converting the car to run on LPG and gasoline adds another $2,000. Bristol Chairman Tony Cook said the firm is looking for U. S. dealers to handle the 150 units which Britain will send here annually.

### Lada makes Brazilian connection

AJAX, Ont. — Lada Cars of Canada here is finalizing an agreement for the Canadian sales rights to the Brazilian-made Puma fiberglass sports cars. An independent company will be established to sell '81 versions of the cars by fall of this year, according to Lada President Peter Dennis. Tentatively, the Puma GTE hardtop will sell for $9,995; the GTS convertible for $1,000 more.

### Gas-pinching Porsche displayed

STUTTGART, West Germany.—The first prototype of a new gas-saving Porsche 924 was displayed at the Caravan, Motor Tourism International Exhibit here. It shuts off automatically instead of idling—when standing at a red light, for example—and a step on the gas pedal starts the car again. Porsche says the system cuts fuel consumption by as much as 20 percent in city driving.

See BREAKING NEWS, Page 51, Col. 1

**State's expert witness clobbers and gets clobbered**

# Ford to take field in Pinto case

By Roger Rowand
Engineering Editor

WINAMAC, Ind.—Ford Motor Co. this week will continue to chop at the foundation of the prosecution's efforts and start to build its dissent in the Pinto case.

Facing three reckless homicide charges in the 1978 fire deaths of three teen girls, Ford is bearing down hard on the prosecution's expert witnesses.

This week Harley Copp, a retired Ford engineering executive, will be on the stand. He is expected to describe what has been called his "persistent, one-man campaign for more attention to safety within the company." It is anticipated Copp will be a hostile witness.

When the cross-examination of Copp is complete, Prosecutor Michael Cosentino will attempt to bring in as evidence highly contested documents subpenaed largely from Ford files and received from government agencies. He will be resisted on each document by Ford's million-dollar defense organization.

Judge Harold Staffeldt has said it will be necessary for him to decide on the admissibility of each document as it is presented. Hundreds of documents are involved.

• At the conclusion of the state's case, Chief Ford Attorney James Neal will, as is customary, ask for a directed verdict of innocent. Except in unusual cases, such routine requests are denied.

Ford then will begin its parade of witnesses, many of whom will be engineers. The list is expected to include Chairman Henry Ford II, Ford Vice Presidents Thomas Feaheny and Herb Misch and Douglas Toms, president of Holiday Rambler Co., Indiana recreation vehicle builder and former head of the forerunner of NHTSA.

Neal told AUTOMOTIVE NEWS he has not decided whether he will call Henry Ford II, saying it depends on how things go. That would indicate Ford's appearance, if he comes here, will be late in the trial—about the end of February.

One major problem for Ford thus far has been Byron Bloch, a 42-year-old Los Angeles consultant on auto safety. Bloch has testified in many cases and delivers a convincing, polished, well-rehearsed and well-illustrated pitch.

His seminar for the jury on the anatomy and physiology of

Continued on Page 50, Col. 1

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# factories list auction dates

### American Motors

Feb. 5 — Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Ohio Auto Auction, Grove City, O.; Colorado Auto Auction, 6955 E. 50th Ave., Denver.

Feb. 7 — 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Feb. 8 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Feb. 13—Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Feb. 14—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Feb. 19—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Ohio Auto Auction, Grove City, O.; Colorado Auto Auction, 6955 E. 50th Ave., Denver.

Feb. 21 — 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Feb. 22 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

Feb. 27—Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

### Chrysler Corp.

Feb. 4 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Feb. 5 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Feb. 6—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Feb. 7 — Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

Feb. 8 — Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Son, 6464 Downing St., Denver.

Feb. 11—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Feb. 12—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Feb. 13 — St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

**Used car sales**
**Auction averages**

| | |
|---|---|
| January | $3,175 |
| Month ago | $3,262 |
| Year ago | $3,373 |

Feb. 14 — Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Birmingham Recon Center, 101 Miles Pkwy., Pell City, Ala.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb. 15 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Feb. 18—Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 Beck St., Baton Rouge, La.

Feb. 19—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Feb. 20 — St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

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Feb. 22 — Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

Feb. 25—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Feb. 26—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Feb. 27 — St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Feb. 28 — Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

**Model breakdown**
**Auction averages**

| | January | Dec. | Nov. |
|---|---|---|---|
| 1980 | $6,187 | | |
| 1979 | 5,414 | $5,608 | $5,566 |
| 1978 | 3,591 | 3,741 | 4,028 |
| 1977 | 2,730 | 3,043 | 3,179 |
| 1976 | 2,233 | 2,297 | 2,433 |
| 1975 | 1,802 | 1,828 | 1,870 |
| 1974 | 1,456 | 1,409 | 1,450 |
| 1973 | 1,138 | 1,120 | 1,106 |
| Overall Average | $3,175 | $3,262 | $3,293 |

# used-car auction directory

Display Rates: $48.00 per column inch (minimum space, 1 inch on 1 column.) Listing Rates: (maximum: Four lines of type - 1 time, $12; 13-times, $10.50; 26-times, $9.00; 52-times, $8.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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**See American Motors sale ad on Page 42**

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U. S. makers schedule 609,192 cars for month

# February output due to fall 18 pct.

By Michele Raquepau
Staff Writer

Scheduled auto production of 609,192 cars for February is down 18.17 percent from the 744,470 built in the same month of 1979.

The February, 1980 figure, is the lowest for the month since the 369,486 units assembled in February, 1975, though two companies have planned increases of over 50 percent from last February's totals.

American Motors has scheduled production of 20,000 cars, up 54.67 percent from the 9,066 it assembled in February, 1979. Volkswagen of America plans to build 20,552 cars, a rise of 52.47 percent over the 9,768 built in the same month last year.

General Motors' forecast of 408,000 autos for February is a decline of 9.34 percent from the 450,055 assembled last year. Chrysler Corp.'s planned production of 56,240 is down 31.83 percent from the 82,497 built in February, 1979.

Ford Motor Co.'s slated 104,000 is a drop of 46.04 percent from the 192,736 built last February. Checker plans a slight increase of 13 percent, or 400 units compared with 1979's 348 units.

• The year-to-date figure of 557,787 through Feb. 2 is a decline of 35.04 percent from the 858,695 cars assembled by this date in 1979, though last week's total production was up for the second week in a row.

Production last week of 143,044 was a 19.68 percent increase over the 119,522 built the previous week. Compared with the 185,588 assembled in the same week of 1979, the figure was a drop of 22.92 percent.

GM produced 96,623 cars last week to bring its share of the year's total to 71.60 percent. Ford assembled 23,411 units last week to claim a 15.49 percent share of the year-to-date total.

The year-to-date breakdown for the other auto makers was: Chrysler, 9.06 percent; AMC, 2.72 percent; VWoA, 1.08 percent, and Checker, 0.05 percent.

The VWoA South Charleston (W. Va.) stamping plant, which had been on strike, ratified its contract Jan. 24 as scheduled. The affected Westmoreland plant was back to full operation by the second shift last Monday.

All GM and AMC points worked regular schedules last week with no overtime, as did all Chrysler plants. Chrysler will suspend operations at its Lynch Rd. point next week.

# Car target dips in Canada

Total planned car and truck production in Canada is scheduled to decline for February, though not as much as in the U. S.

In February of 1979, 94,831 cars were assembled in Canada. This month, 86,785 are scheduled, a drop of 8.48 percent from last year's total.

Ford Motor Co., with 23,616 units planned for February, shows a drop of 19.78 percent from the 29,439 cars assembled last year. Chrysler Corp. has slated 12,800, a reduction of 14.63 percent from the 14,994 of February, 1979.

General Motors is scheduling 49,424 cars for February, a decline of 5.11 percent from the 49,678 built last year. Volvo plans 945 autos, a 31.25 increase from the 720 it built in February, 1979.

Total year-to-date Canadian car production of 69,332 has fallen 37.75 from the 111,379 assembled by this date in 1979. Last week's total of 16,601 was 10.34 below the 18,515 produced in the same week of 1979. Last week's figure though was 91.50 percent over the 8,669 built the previous week.

Total scheduled truck production for February is 46,483, a 29.16 percent decline from the 65,613 assembled last February.

Last week's truck production of 11,255 dropped 27.76 percent from the 15,579 built in the comparable 1979 week but was up 45.08 percent from the previous week's figure of 7,758. The year-to-date truck figure of 46,555, however, has fallen 37.50 percent from the 74,487 produced by this time in 1979.

The American Motors Jeep plant which closed Jan. 21 is scheduled to resume work today (Feb. 4) with a shift reduction.

# Truck schedule for month trails 1979 by 8 pct.

Planned U. S. truck production of 193,391 for February is a 7.98 percent decline from the 311,841 built in February, 1979, and the lowest February total since the 159,788 built in 1975.

Every maker is suffering drops in production this month compared with February of last year. Chrysler Corp. is experiencing the greatest decline with 13,000 planned units this month, a decline of 69.99 percent from the 43,316 trucks assembled last February.

White follows with 791 trucks planned, a decline of 43.05 percent from the 1,389 built in February of 1979.

Ford Motor Co. produced 104,185 units last February. Its schedule this year calls for a 26.09 percent reduction to 77,000.

General Motors built 128,253 trucks in February, 1979, and plans to assemble 84,000 this month, down 34.50 percent. AM General has planned production of 1,800, a decline of 11.29 percent from the 2,029 built last February. Jeep plans February production of 11,000, a 19.26 percent decline from the 13,624 built in February, 1979.

Mack forecasts 2,600 assemblies this month, down 17.22 percent from the 3,141 built last year. Miscellaneous trucks are due to drop 11.11 percent, from 3,600 built last February to 3,200 planned this month.

The 2,936 Volkswagen of America trucks scheduled for this month have no comparable figures. VWoA didn't begin building trucks in the U. S. until the last quarter of 1979. International, which built 12,304 units last year, hasn't produced any trucks yet this year because of a strike.

Total year-to-date truck production through Feb. 2 was 174,026, a decline of 55.08 percent from the 387,397 built by this date in 1979, but weekly production has risen for the past two weeks.

Last week's 42,538 units was a 19.53 percent increase over the 35,587 built the previous week but a 47.28 percent decline from the same week in 1979.

GMC is adding a second shift to increase transit bus production this week. About 400 hourly employes have been recalled from layoffs, and output will be increased to eventually reach 60 units a week.

Chrysler's Jefferson point will be closed next week.

GM's Lordstown plant was down last week. The point is scheduled to reopen Feb. 11. The Chevrolet Detroit assembly plant, which builds truck chassis, will be down for two weeks beginning Feb. 4 because of a strike at a Union City (Ind.) body company.

Ford's Lorain and the adjoining Avon Lake truck plants were down last week.

VWoA's Westmoreland plant was back to full operation by the second shift last Monday. A strike at its South Charlestown (W. Va.) stamping plant was resolved Jan. 24.

## U. S. CAR PRODUCTION

| | Week Ended Feb. 2, 1980 | Same Week 1979 | Week Ended Jan. 26, 1980 | Jan. Estimate | Jan. 1 to Feb. 3, 1979 | Jan. 1 to Feb. 2, 1980 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 3,800* | 3,260* | 3,800* | 15,200* | 8,376* | 15,200* |
| Gremlin | | | | | | |
| Eagle | | | | | | |
| Concord | | | | | | |
| '78 AMX | | | | | | |
| Pacer | | | | | | |
| Matador | | | | | | |
| Spirit | | | | | | |
| CHRYSLER CORP. | 15,610 | 19,611 | 15,398 | 50,547 | 83,926 | 50,547 |
| Plymouth Total | 6,390 | 6,674 | 6,384 | 22,045 | 28,856 | 22,045 |
| Horizon | 3,150 | 3,792 | 3,288 | 14,700 | 16,226 | 14,700 |
| Volare | 2,700 | 2,633 | 2,419 | 5,588 | 12,282 | 5,588 |
| '80 Gran Fury | 400 | | 470 | 1,410 | | 1,410 |
| Caravelle | 140 | 249 | 207 | 347 | 348 | 347 |
| Chrysler Total | 3,100 | 5,472 | 2,922 | 7,361 | 21,866 | 7,361 |
| Chrysler | 750 | 2,807 | 733 | 2,822 | 12,066 | 2,822 |
| LeBaron | 2,350 | 2,665 | 2,189 | 4,539 | 9,800 | 4,539 |
| Dodge Total | 6,120 | 7,465 | 6,092 | 21,141 | 33,204 | 21,141 |
| Omni | 2,900 | 3,008 | 2,832 | 13,382 | 12,520 | 13,382 |
| St. Regis | 400 | 1,260 | 449 | 1,566 | 6,878 | 1,566 |
| Diplomat | 820 | 1,395 | 948 | 1,768 | 5,102 | 1,768 |
| Aspen | 2,000 | 1,802 | 1,863 | 4,425 | 8,704 | 4,425 |
| FORD MOTOR | 23,411 | 53,346 | 19,322 | 86,380 | 255,558 | 86,380 |
| Ford Division | 15,769 | 34,538 | 16,656 | 62,525 | 163,191 | 62,525 |
| Pinto | | 4,165 | | 2,262 | 15,772 | 2,262 |
| Mustang II/Mustang | 4,039 | 8,076 | 1,682 | 15,445 | 38,729 | 15,445 |
| Fairmont | 5,868 | 2,706 | 2,777 | 15,438 | 18,548 | 15,438 |
| Granada | 3,539 | 2,738 | 3,490 | 9,054 | 17,717 | 9,054 |
| LTD II | | 1,282 | | | 4,439 | |
| Thunderbird | 2,323 | 7,631 | 3,809 | 12,572 | 28,499 | 12,572 |
| Ford | | 7,940 | 4,898 | 7,754 | 39,487 | 7,754 |
| L-M Division | 7,642 | 18,808 | 2,666 | 23,855 | 92,367 | 23,855 |
| Mercury Total | 7,442 | 13,995 | 2,433 | 18,881 | 70,333 | 18,881 |
| Bobcat | | 1,256 | | 174 | 4,399 | 174 |
| Capri | 1,453 | 2,650 | 293 | 2,996 | 9,661 | 2,996 |
| Zephyr | 2,671 | 1,077 | 1,063 | 5,873 | 5,984 | 5,873 |
| Monarch | 1,061 | 1,404 | 1,077 | 2,853 | 9,718 | 2,853 |
| Cougar/XR7 | 2,257 | 4,257 | | 5,434 | 22,354 | 5,434 |
| Mercury | | 3,351 | | 1,551 | 18,217 | 1,551 |
| Lincoln Total | 200 | 4,813 | 233 | 4,974 | 22,034 | 4,974 |
| Lincoln | | 2,297 | | 2,527 | 10,498 | 2,527 |
| Versailles | 200 | 658 | 233 | 573 | 2,933 | 573 |
| Mark VI | | 1,858 | | 1,874 | 8,603 | 1,874 |
| GENERAL MOTORS | 96,623 | 106,881 | 80,907 | 399,354 | 498,992 | 399,354 |
| Buick Division | 17,232 | 14,866 | 16,030 | 74,800 | 71,473 | 74,800 |
| Skyhawk | | 421 | | | 2,103 | |
| Skylark/'79-'80 | 4,268 | | 5,102 | 22,590 | | 22,590 |
| Century | 3,306 | 1,012 | 2,779 | 12,946 | 4,829 | 12,946 |
| Regal | 4,180 | 4,731 | 3,294 | 16,282 | 24,904 | 16,282 |
| Buick | 3,990 | 7,384 | 3,524 | 16,804 | 32,817 | 16,804 |
| Riviera | 1,488 | 1,318 | 1,331 | 6,178 | 6,820 | 6,178 |
| Cadillac Division | 7,571 | 8,753 | 7,174 | 28,340 | 43,128 | 28,340 |
| Seville | 1,367 | 1,298 | 1,215 | 5,646 | 6,390 | 5,646 |
| Cadillac | 4,618 | 5,690 | 4,671 | 16,598 | 27,654 | 16,598 |
| Eldorado | 1,586 | 1,765 | 1,288 | 6,096 | 9,084 | 6,096 |
| Chevrolet Division | 40,390 | 44,822 | 35,220 | 170,092 | 211,317 | 170,092 |
| Chevette | 9,025 | 5,816 | 9,040 | 41,375 | 30,601 | 41,375 |
| Monza | 3,085 | 3,337 | 2,646 | 13,884 | 15,862 | 13,884 |
| Camaro | 3,260 | 6,746 | 2,641 | 12,376 | 30,991 | 12,376 |
| Nova/Citation | 8,565 | 1,093 | 9,333 | 43,127 | 1,266 | 43,127 |
| Malibu | 5,795 | 7,955 | 2,784 | 20,206 | 42,074 | 20,206 |
| Monte Carlo | 3,650 | 6,396 | 1,665 | 12,506 | 32,643 | 12,506 |
| Chevrolet | 6,120 | 12,507 | 6,111 | 21,980 | 53,192 | 21,980 |
| Corvette | 890 | 972 | 1,000 | 4,638 | 4,688 | 4,638 |
| Oldsmobile Division | 16,245 | 22,250 | 13,435 | 71,075 | 98,143 | 71,075 |
| Starfire | | 645 | | | 1,859 | |
| Omega/'79-'80 | 2,286 | | 2,768 | 10,453 | | 10,453 |
| Cutlass | 6,670 | 10,724 | 6,953 | 31,772 | 45,187 | 31,772 |
| Oldsmobile | 6,050 | 9,567 | 2,652 | 23,884 | 44,031 | 23,884 |
| Toronado | 1,239 | 1,314 | 1,062 | 4,966 | 7,066 | 4,966 |
| Pontiac Division | 15,185 | 16,190 | 9,048 | 55,047 | 74,931 | 55,047 |
| Acadian† | 370 | 385 | 368 | 1,324 | 1,645 | 1,324 |
| Sunbird | 2,075 | 2,049 | 3,489 | 13,179 | 9,233 | 13,179 |
| Phoenix/'79-'80 | 3,313 | | 2,410 | 12,791 | | 12,791 |
| Firebird | 2,483 | 4,917 | 2,027 | 9,184 | 23,309 | 9,184 |
| LeMans | 1,635 | 2,348 | 433 | 4,641 | 10,916 | 4,641 |
| Grand Prix | 2,589 | 2,141 | | 6,433 | 10,020 | 6,433 |
| Pontiac | 2,720 | 4,350 | 321 | 7,495 | 19,808 | 7,495 |
| VOLKSWAGEN | 3,500 | 2,382 | | 6,031 | 11,366 | 6,031 |
| CHECKER | 100* | 108 | 95 | 275 | 477 | 275 |
| Total Cars, U. S. | 143,044 | 185,588 | 119,522 | 557,787 | 858,695 | 557,787 |

## CANADIAN CAR PRODUCTION

| | Week Ended Feb. 2, 1980 | Same Week 1979 | Week Ended Jan. 26, 1980 | Jan. Estimate | Jan. 1 to Feb. 3, 1979 | Jan. 1 to Feb. 2, 1980 |
|---|---|---|---|---|---|---|
| CHRYSLER CORP. | 3,200 | 4,339 | | 10,705 | 21,131 | 10,705 |
| FORD MOTOR | 5,192 | 1,854 | 360 | 10,240 | 27,842 | 10,240 |
| GENERAL MOTORS | 7,984 | 12,142 | 8,084 | 47,352 | 61,542 | 47,352 |
| VOLVO | 225 | 180 | 225 | 1,035 | 864 | 1,035 |
| Total Cars, Canada | 16,601 | 18,515 | 8,669 | 69,332 | 111,379 | 69,332 |
| N. American Car | 159,645 | 204,103 | 128,191 | 627,119 | 970,074 | 627,119 |
| N. American Trucks | 53,793 | 96,259 | 43,345 | 220,581 | 461,884 | 220,581 |
| North American Cars and Trucks | 213,438 | 300,362 | 171,536 | 847,700 | 1,431,958 | 847,700 |

†—All Acadians are built for sale in Canada. *—Estimated.

## TRUCK PRODUCTION IN U. S.†

| | Week Ended Feb. 2, 1980 | Same Week 1979 | Week Ended Jan. 26, 1980 | Jan. Estimate | Jan. 1 to Feb. 3, 1979 | Jan. 1 to Feb. 2, 1980 |
|---|---|---|---|---|---|---|
| CHEVROLET | 12,824 | 26,117 | 15,794 | 62,950 | 120,086 | 62,950 |
| DODGE/PLYMOUTH | 4,420 | 10,888 | 4,554 | 14,216 | 59,311 | 14,216 |
| FORD | 16,877 | 26,435 | 7,347 | 59,454 | 133,459 | 59,454 |
| GMC | 3,347 | 7,807 | 3,216 | 15,786 | 33,641 | 15,786 |
| INTERNATIONAL | | 3,078 | | | 13,767 | |
| MACK | 620 | 928 | 726 | 2,593 | 3,441 | 2,593 |
| WHITE | 200 | 377 | 200 | 855 | 1,564 | 855 |
| JEEP | 2,500* | 3,700* | 2,500* | 11,500* | 15,840 | 11,500* |
| AM CORP. | 450* | 450* | 450* | 2,072* | 1,788 | 2,072* |
| VOLKSWAGEN | 500 | | | 860 | | 860 |
| MISCELLANEOUS | 800 | 900 | 800 | 3,740 | 4,500 | 3,740 |
| Total Trucks, U. S. | 42,538 | 80,680 | 35,587 | 174,026 | 387,397 | 174,026 |

## CANADIAN TRUCK PRODUCTION

| | Week Ended Feb. 2, 1980 | Same Week 1979 | Week Ended Jan. 26, 1980 | Jan. Estimate | Jan. 1 to Feb. 3, 1979 | Jan. 1 to Feb. 2, 1980 |
|---|---|---|---|---|---|---|
| CHRYSLER CORP. | 1,600 | 2,014 | | 1,600 | 9,715 | 1,600 |
| FORD MOTOR | 3,520 | 5,260 | 3,535 | 15,713 | 25,069 | 15,713 |
| GENERAL MOTORS | 5,890 | 6,229 | 3,956 | 25,283 | 30,785 | 25,283 |
| AMERICAN MOTORS | | 1,457 | | 2,756 | 6,124 | 2,756 |
| INTERNATIONAL | 120 | 452 | 146 | 662 | 2,028 | 662 |
| MACK | 60 | 78 | 57 | 274 | 377 | 274 |
| WHITE | 65 | 89 | 64 | 267 | 389 | 267 |
| Total Trucks, Canada | 11,255 | 15,579 | 7,758 | 46,555 | 74,487 | 46,555 |
| N. American Trucks | 53,793 | 96,259 | 43,345 | 220,581 | 461,884 | 220,581 |

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
**—Revised †—Now includes van production.